



**BUSI 2701B**  
*Fundamentals of International Business*  
*Fall 2017*

**Instructor:** Jeremv Brzozowski  
**Office:** DT1009A  
**Office Hours:** By appointment  
**Class:** Mondays, 6:05pm – 8:55pm, TB 447  
**E-mail:** [Jeremy.Brzozowski@carleton.ca](mailto:Jeremy.Brzozowski@carleton.ca)  
**TA:** TBD

**Course meets:** Mondays, 6:05pm – 8:55pm, TB 447

**Pre-requisites & precluded Courses:** N/A. Precludes additional credit for BUSI 1701

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**Course Calendar description from the 2017/2018 University calendar:**

Introduction to the context and operation of international business. Topics include international trade theory, trade agreements and blocs, international finance, global marketing, international human resource management and global strategy.

**Course Description:**

International business is an aspect of human enterprise that impacts most people, governments and institutions around the world. Whether you are a consumer of a product imported from a foreign nation, the government of a developing country hoping to create jobs through investment from a multinational corporation, or a domestic company suddenly experiencing competition from an offshore firm, you are affected by the laws, agreements and institutions that govern international business. This course will examine the conceptual and practical aspects of international business and the management of firms operating in an international environment. Topics will include international trade theory, the international business environment, trade agreements and regional economic integration, and global strategy and marketing.

**Learning Objectives:**

1. Understand why countries and businesses engage in international trade.
2. Understand the economic, legal, political and cultural aspects of the environments in which multinational businesses operate.
3. Become familiar with regional economic organizations / agreements such as the European Union and the North American Free Trade Agreement, and International Trade Organizations such as the World Trade Organization.
4. Understand how basic business functions (e.g. marketing) are affected when operations involve multiple countries and cultures.

**Textbook:** Global Business Today, 4rd Canadian edition; Hill, Charles W. L., & McKaig, Thomas; Canada: McGraw-Hill Ryerson Ltd, 2014. ISBN 9781259024986.

Additional reading material and weblinks will be posted on cuLearn.

**Course Requirements & Methods of Evaluation:**

<b>Individual</b>	Assignment #1	20%
<b>Individual</b>	Assignment #2	20%
	Midterm Exam	20%
	Formally Scheduled Final Exam	40%
	<b>Total</b>	<b>100%</b>

Your final course grade will be a weighted average of each of the grading scheme components. Please ensure that all submissions include name and student number.

**Assignments**

Assignment #1 is an evaluation of a country for potential investment from Canada. Assignment #2 is an evaluation of a specific company engaged in international business. Detailed requirements for the assignment will be posted on CuLearn. Assignments must be uploaded on CuLearn before deadline (beginning of class on the due date indicated in the Course Schedule below). No hard copies and submissions by emails accepted. Please ensure that all submissions include name and student number.

**Late assignment policy: Late assignments are not accepted and result in an automatic 0%. No exceptions.**

**Midterm Test and Final Test**

The midterm test will be held during regular class time and will consist of multiple choice questions based on the textbook chapters assigned up to the test date and all lectures and materials covered in class. Students who are unable to write the midterm exam due to a certified illness (the only accepted reason) will have the weight of the midterm exam added to their final test. Students missing the midterm for a certified illness must notify me before the midterm if possible, and provide a medical certificate within 48 hours following the midterm - otherwise the weight of the midterm will not be shifted to the final exam, meaning failed midterm. The final test will be held during the formal exam period and will be based on the textbook chapters and all lectures and materials covered in class (with an emphasis on material covered subsequent to the midterm).

**Communications**

Information will be communicated during class on a regular basis. In addition, this information will be posted on CuLearn. This site will be the primary source for course materials including announcements, assignments, supplemental lecture slides, etc. Therefore, please check the course CuLearn site very regularly. In case of class cancellation due to inclement weather or other unforeseen circumstances, an announcement will be posted on CuLearn as soon as possible.

**Email Policy**

I generally answer emails within 24 hours. However, for questions that have already been covered in class, please review the course outline and other documents posted on CuLearn, and use the CuLearn course discussion forum to find out whether your classmates can assist you. Note that Carleton University requires that you use your Carleton email account. **Clearly indicate course and section in the subject line to speed up replies.** I expect

professionally written business emails. Inappropriate emails will be returned, unanswered, to the sender.

### Wireless Devices and Laptop Usage

Please bring a wireless device (tablet or laptop) to class. The use of wireless devices and laptops is only allowed for activities related to the class though. Inappropriate use of your wireless/laptop in class will be noted and will affect your grade.

### BUSI 2701B Course Schedule

<b>Date</b>	<b>Topics/Agenda</b>	<b>Readings</b>
September 11	Introduction and Course outline Globalization	Text Ch. 1
September 18	Country Differences: Political, Economic, Legal, Cultural	Text Ch. 2, 3
September 25	International Trade Theories	Text Ch. 5
October 2	International Trading System	Text Ch. 6
October 9	<b>Statutory Holiday</b> , University Closed	
October 16	Foreign Direct Investment	Text Ch. 7
October 23	<b>No class - Fall Break</b>	
October 30	Regional Economic Integration <b>Assignment #1 due</b>	Text Ch. 8
November 6	<b>Midterm exam</b>	(2 hours, no lecture afterward)
November 13	Global Strategy	Text Ch. 11
November 20	Entering Foreign Markets	Text Ch. 12, 13
November 27	Global marketing and R&D	Text Ch. 14
December 4	Global production, Outsourcing and Logistics	Text Ch. 15
December 8	Global human resource management <b>Assignment #2 due</b>	Text Ch. 16

## ADDITIONAL INFORMATION

### Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

### Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

### Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

### Academic Regulations, Accommodations, Etc.

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

### Requests for Academic Accommodations

*For Students with Disabilities:*

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-

520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website ([www.carleton.ca/pmc](http://www.carleton.ca/pmc)) for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

*For Religious Obligations:*

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students and instructors can confirm accommodation eligibility of a religious event or practice by referring to the Equity Services website (<http://carleton.ca/equity/accommodation/religious-observances/>) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to an Equity Services Advisor in the Equity Services Department for assistance.

*For Pregnancy:*

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

**Academic Integrity**

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <http://carleton.ca/studentaffairs/academic-integrity>.

**Sprott Student Services**

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to

successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

### **Centre for Student Academic Support**

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: [carleton.ca/csas](http://carleton.ca/csas).

### **Important Information:**

- Students must always retain a hard copy of all work that is submitted.
- All final grades are subject to the Dean's approval.
- For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>

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## **Important Dates and Deadlines – Fall 2017 Graduate, Undergraduate and Special Students**

### **September 1**

Last day for receipt of applications from potential fall (November) graduates.

### **September 2-3**

Residence move in weekend.

### **September 4**

Statutory holiday. University closed.

### **September 5**

Academic orientation (undergraduate and graduate).

Orientation for Teaching Assistants.

All students are expected to be on campus. Class and laboratory preparations, departmental introductions for students and other academic preparation activities will be held.

### **September 6**

Fall term begins.

Fall and fall/winter classes begin.

### **September 15-17**

Full and late summer deferred final examinations held.

### **September 19**

Last day of registration for fall term and fall/winter courses.

Last day to change courses or sections (including auditing) for fall/winter and fall term courses.

Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Fall 2017 and must register for the fall 2017 term.

### **September 30**

Last day to withdraw from fall term and fall/winter courses with a full [fee adjustment](#) (financial withdrawal). Withdrawals after this date will create no financial change to Fall term fees.

**October 6**

December examination schedule (fall term final and fall/winter mid-terms) available online.

**October 9**

Statutory holiday. University closed.

**October 15**

Last day for receipt of applications for admission to an undergraduate degree program for the winter term from applicants whose documents originate from outside Canada or the United States.

**October 23-27**

Fall break. Classes are suspended.

**November 1**

Application deadline to study at another institution on a [letter of permission](#) for the winter term.

**November 10**

Last day to request formal exam accommodations for December examinations to the Paul Menton Centre for Students with Disabilities. Late requests will be considered on case-by-case basis.

**November 15**

Last day for receipt of applications for admission to an undergraduate degree program for the winter term.

**November 24**

Last day for summative or final examinations in fall term courses before the official examination period (see [Examination Regulations](#) in the Academic Regulations of the University section of the Undergraduate Calendar).

**November 25**

Winter Payment Deadline. Click [here](#) for important payment information. [Late charges](#) may be applied to the student account any time after this date.

**December 1**

Last day for receipt of applications from potential winter (February) graduates.

Last day for graduate students to submit their supervisor-approved thesis in examinable form to the department.

**December 8**

Fall term ends.

Last day of fall-term classes.

Classes follow a Monday schedule.

Last day for academic withdrawal from fall term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall term courses.

Last day for receipt of applications for undergraduate degree program transfers for winter term.

Last day to pay any remaining [fall tuition fees](#) to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents.

**December 9**

No classes or examinations take place.

**December 10 – 22**

Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held all seven days of the week.

**December 22**

All take home examinations are due.

**December 25-January 1, 2018**

University closed