CARLETON UNIVERSITY
BUSI 2701B
Fall 2018
Fundamentals of International Business

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Course meets: Thursdays, 8:35am – 11:25am, Tory Building 240
Pre-requisites & precluded Courses: Second Year Standing. Precludes additional credit for BUSI 1701

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, 2015. ISBN 9781259024986. This required textbook has not been reserved at the Carleton bookstore but may be available, including used texts. You can buy it online (print or e-book) or buy a used text (careful to buy the 4th edition though).

Additional reading material and weblinks will be posted on cuLearn.

Course Requirements & Methods of Evaluation:

Individual	Assignment #1	20%
Individual	Assignment #2	20%
	Midterm Exam	20%
	Formally Scheduled Final Exam	40%
	Total	**100%**

Your final course grade will be a weighted average of each of the grading scheme components.

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, no exceptions.** What is uploaded in cuLearn is what gets marked. Make sure you to upload your final version and that your file opens properly in cuLearn. 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. 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).

Deferred midterms
Students who are unable to write the midterm exam for valid reasons (i.e., medical emergency or family emergency) must notify the instructor before the midterm, if possible, and provide a medical certificate within 48 hours following the midterm. Students are also held responsible for making alternate arrangements with the instructor no later than three (3.0) working days after the midterm. **The weight of the midterm will not be shifted to the final exam weight automatically.**

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
The use of wireless devices and laptops is only allowed for activities related to the class. Inappropriate use of your wireless / laptop in class will be noted and will affect your grade.

Course Schedule:

Lecture	Date	Topics/Agenda	Readings
1	Sep 13	Introduction & Course outline Globalization	Text Ch. 1
2	Sep 20	Country Differences: Political, Economic, Legal, Cultural	Text Ch. 2, 3
3	Sep 27	International Trade Theories	Text Ch. 5
4	Oct 4	International trading system	Text Ch. 6
5	Oct 11	Foreign direct investment **Assignment #1 due**	Text Ch. 7
6	Oct 18	Regional economic integration	Text Ch. 8
	Oct 25	**NO CLASS – Fall Break ☺**	
7	Nov 1	**Midterm exam** **Chapters 1, 2, 3, 5, 6, 7, 8**	(2 hours, no lecture afterward)
8	Nov 8	Global Strategy	Text Ch. 11
9	Nov 15	Entering Foreign Markets	Text Ch. 12, 13
10	Nov 22	Global marketing and R&D	Text Ch. 14
11	Nov 29	Global production, Outsourcing and Logistics	Text Ch. 15
12	Dec 6	Global human resource management **Assignment #2 due**	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 Accommodation
You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy obligation
Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website:
carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation
Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website:
carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities
If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. **carleton.ca/pmc**

Survivors of Sexual Violence
As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and is survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: **carleton.ca/sexual-violence-support**

Accommodation for Student Activities
Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.
https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf

For more information on academic accommodation, please contact the departmental administrator or visit: **students.carleton.ca/course-outline**

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: https://carleton.ca/registrar/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.

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/

Important Dates and Deadlines – Fall 2018
Graduate, Undergraduate and Special Students

September 3, 2018
Statutory holiday. University closed.
September 4, 2018
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 5, 2018
Fall term begins.
Fall and fall/winter classes begin.
September 12, 2018
OSAP deferral deadline. Late payment charges and late registration charges applied to the student account on or after this date for eligible OSAP students.
September 14-16, 2018
Full and late summer deferred final examinations held.
September 18, 2018
Last day of registration for fall term and fall/winter courses.
Last day to change courses or sections (including auditing) for fall term and fall/winter 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 2018 and must register for the fall 2018 term.

September 30, 2018
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 and will result in a permanent notation of WDN appearing on your official transcript.
October 5, 2018
December examination schedule (fall term final and fall/winter mid-terms) available online.
October 8, 2018
Statutory holiday. University closed.
October 15, 2018
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 22-26, 2018
Fall break. Classes are suspended.
November 1, 2018
Application deadline to study at another institution on a letter of permission for the winter term.
November 9, 2018
Last day to request formal exam accommodations for December examinations to the Paul Menton Centre for Students with Disabilities. Note that it may not be possible to fulfil accommodation requests received after the specified deadlines.
November 15, 2018
Last day for receipt of applications for admission to an undergraduate degree program for the winter term.
November 23, 2018
Last day for summative tests or examinations or formative tests or examinations totaling more than 15% of the final grade before the official examination period (see examinations regulations in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar).
November 25, 2018
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, 2018
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 7, 2018
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 for take home examinations to be assigned, with the exception of those conforming to the examinations regulations in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar.

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 8, 2018

No classes or examinations take place.

December 9 – 21, 2018

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 18, 2018

Winter term registration for University of Ottawa undergraduate exchange students begins. Registration opens at 8:30 a.m.

December 21, 2018

All take home examinations are due on this day, with the exception of those conforming to the examinations regulations in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar.

December 24, 2018

Deadline for course outlines to be made available to students registered in winter term courses.

December 25, 2018-January 1, 2019

University closed.

January 2, 2019

University reopens at 8:30 a.m.

January 7, 2019

Winter term classes begin.

January 14, 2019

OSAP deferral deadline. Late payment charges and late registration charges applied to the student account on or after this date for eligible OSAP students.

January 18, 2019

Last day for registration for winter term courses.

Last day to change courses or sections (including auditing) for winter 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 winter 2019 and must register for the winter 2019 term.

January 18-20, 25-27, 2019

Fall term deferred examinations will be held.