



**CARLETON UNIVERSITY  
SPROTT SCHOOL OF BUSINESS  
BUSI 2701D  
2019 - WINTER  
FUNDAMENTALS OF INTERNATIONAL BUSINESS**

**Instructor: Jeremy Brzozowski**

**Office: TBD**

**Office Hours: TBD**

**Email: [Jeremy.Brzozowski@carleton.ca](mailto:Jeremy.Brzozowski@carleton.ca)**

**Course meets: Wednesday 14:35 – 17:25**

**Room: TBD**

**Pre-requisites & precluded Courses: 2<sup>nd</sup> year standing.**

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**Course Calendar description from the 2018/2019 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%
<b>Group</b>	In Class Group Exercises	5%
	Midterm Exam	20%
	Formally Scheduled Final Exam	35%
	<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**

The midterm test will be held during regular class time and will consist of multiple choice and short answer questions based on the textbook chapters (all assigned up until the test date) as well as all content covered in class lectures.

Students who are unable to write the midterm exam due to a certified illness will have the option to write a makeup exam or have the weight of the midterm exam added to their final exam. 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.

**Final Exam**

The final exam will be held during the University's exam period and will be based on assigned textbook chapters and all content covered in class lectures (with an emphasis on material covered after the midterm).

**Communications**

Information will be communicated during class on a regular basis via cuLearn. The cuLearn page for this course will be the primary source for course materials including announcements, assignment instructions, supplemental lecture slides, etc.

In case of class cancellation due to inclement weather or other unforeseen circumstances, an announcement will be posted on cuLearn as soon as possible.

Please check the course cuLearn page at least once a week.

### Email Policy

For me to respond to your emails, your message must include your full name, CU ID, course number and section, and the email must be sent from your valid CARLETON address. I will strive to answer emails within 24 hours. For questions that have already been addressed in class, please review the course outline and cuLearn documents, and consider using the cuLearn course discussion forum to find an answer from a classmate.

### Wireless Devices and Laptop Usage

Please bring a wireless device (tablet, phone or laptop) to class. The use of a wireless devices will be needed for interactive activities in the lectures.

### BUSI 2701D Course Schedule

Date	Topics/Agenda	Readings
January 9	Introduction and Course outline Globalization	Text Ch. 1
January 16	Country Differences: Political, Economic, Legal, Cultural	Text Ch. 2, 3
January 23	International Trade Theories	Text Ch. 5
January 30	International trading system	Text Ch. 6
February 6	Foreign direct investment	Text Ch. 7
February 13	Regional economic integration <b>Assignment #1 due</b>	Text Ch. 8
February 20	<b>No class - Winter Break</b>	(no class)
February 27	<b>Midterm exam</b>	(2 hours, no lecture afterward)
March 6	Global Strategy	Text Ch. 11
March 13	Entering Foreign Markets	Text Ch. 12, 13
March 20	Global marketing and R&D	Text Ch. 14
March 27	Global production, Outsourcing and Logistics	Text Ch. 15
April 3	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

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](https://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](https://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](mailto: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](https://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](https://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](https://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](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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