



**CARLETON UNIVERSITY  
BUSI 2701 / E  
2020 / WINTER  
FUNDAMENTALS OF INTERNATIONAL BUSINESS**

**Instructor:** Harry Chhina, PhD.

**Office:** DT 919

**Office Hours:** By appointment

**Email:** harinder.chhina@carleton.ca

**Course meets:** Mondays, 8:35 am – 11:25 am @ Tory 340

**Prerequisites & precluded Courses:** BUSI 1800. Precludes additional credit for BUSI 1701, BUSI 2703

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**Course Calendar description from the 2019/2020 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**

- Understand why countries and businesses engage in international trade.
- Understand the economic, legal, political and cultural aspects of the environments in which multinational businesses operate.

- 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.
- Understand how basic business functions (e.g. marketing) are affected when operations involve multiple countries and cultures.

### **Textbook and Readings:**

- Global Business Today, 5th Canadian edition; Charles W. L. Hill, G. Tomas M. Hult, Thomas McKaig; Canada: McGraw-Hill Ryerson Ltd, 2018. ISBN 978-1259271250.

### **Summary of Course Requirements & Methods of Evaluation**

<b>Description of assignment</b>	<b>Value</b>	<b>Due date</b>
<b>Individual</b> - Assignment # 1	20%	10 Feb
<b>Individual</b> - Midterm exam	20%	24 feb
<b>Individual</b> - Assignment # 2	20%	30 Mar
<b>Individual</b> - Final exam	40%	Formally scheduled
<b>Total</b>	100%	

Your final course grade will be a weighted average of each of the grading scheme components. Attendance and participation in class group exercises are mandatory.

### **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 by 6am on due date. No hard copies and/or submissions by emails are expected or will be accepted. What is uploaded in cuLearn is what gets marked: make sure to upload your final version and that your file opens properly in cuLearn.
- Late assignments will not be accepted between cuLearn and will result in an automatic 0%.

### **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 for valid reasons (medical emergency or family emergency) 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 must provide a medical certificate within 48 hours following the midterm for these options to apply.

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. Please use only your Carleton University email account for communication and clearly indicate course and section in the subject line.

### **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 mobile / laptop in class is not expected.

### **Course Schedule**

<b>Lecture #</b>	<b>Date</b>	<b>Topic</b>	<b>Readings</b>
1	06 Jan	Course Introduction Globalization	Text Ch. 1
2	13 Jan	Country Differences: Political, Economic, Legal, Cultural	Text Ch. 2 & 3
3	20 Jan	International Trade Theories	Text Ch. 5
4	27 Jan	International trading system	Text Ch. 6

5	03 Feb	Foreign direct investment	Text Ch. 7
6	10 Feb	Regional economic integration <b>Assignment #1 due</b>	Text Ch. 8
	17 Feb	<b>Fall Break</b>	
7	24 Feb	<b>Mid term Exam</b> Chapters 1 through 8 (less Ch. 4)	(2 hours, no lecture afterward)
8	02 Mar	Global Strategy	Text Ch. 11
9	09 Mar	Entering Foreign Markets	Text Ch. 12 , 13
10	16 Mar	Global marketing and R&D	Text Ch. 14
11	23 Mar	Global production, Outsourcing and Logistics)	Text Ch. 15
12	30 Mar	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.

#### **Grades**

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:

**a) Pregnancy obligation**

Please contact your instructor with any requests for academic accommodations 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](http://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

**b) Religious obligation**

Please contact your instructor with any requests for academic accommodations 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](http://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

**c) 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](http://carleton.ca/pmc)

**d) 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/](http://carleton.ca/sexual-violence-sUPPORT/)

**e) 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 accommodations 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](http://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:**

- I. Students must always retain a hard copy of all work that is submitted.
- II. All final grades are subject to the Dean’s approval.
- III. 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 <https://carleton.ca/its/get-started/new-students-2/>