



**Carleton**  
UNIVERSITY

**SPROTT**  
SCHOOL OF BUSINESS

**CARLETON UNIVERSITY**  
**BUSI 2701 E**  
**Fundamentals of International Business**  
**Winter 2021**

<b>Instructor</b>	Jinsun Bae, PhD Assistant Professor, International Business
<b>Office Hours</b>	Online, by appointment
<b>Email</b>	<a href="mailto:jinsun.bae@carleton.ca">jinsun.bae@carleton.ca</a>
<b>Course meets</b>	Fridays, 8:35 AM – 11:25 AM
<b>Modality</b>	Online and blended (~ 2 hrs of synchronous meeting on Friday and 1 hr of asynchronous self-directed learning)

**Pre-requisites & precluded courses:** BUSI 1800. Precludes additional credit for BUSI 1701, BUSI 2703.

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### **Course Calendar description from the 2020/2021 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 Outcomes

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.

## Required Textbook/Readings/Required Materials

Global Business Today, 5<sup>th</sup> Canadian edition; Hill, Charles W. L., & McKaig, Thomas; Canada: McGraw-Hill Ryerson Ltd, 2018. ISBN 978-1259271250. This required textbook has not been reserved at the Carleton bookstore but may be available, including used texts. I suggest you can buy it online (print or e-book) or buy a used text (careful to buy the 5<sup>th</sup> edition though). Note that we will not use Connect in this course. The link to the textbook publisher is:

<https://www.mheducation.ca/global-business-today-9781259271250-can-group>

Additional reading material and weblinks will be posted on cuLearn.

## Online Blended Learning

This course is entirely online. It will consist of a mix of maximum 2 hour weekly synchronous meetings (date/time indicated above) and asynchronously learning. Each week, you will be required to check the announcements and study slides, videos and other learning material on cuLearn, asynchronously (at your own pace but before our synchronous meetings). Beside week 1, you will be expected to have studied that week's material prior to our 2-hour maximum online meetings. Weekly online meetings will be dedicated to a brief summary of key content, instructions for assignments, quizzes and tests, group discussions and questions. Active participation will contribute to a positive online learning experience.

## Technical Requirements

Computer, webcam, microphone, and reliable high-speed internet access. A Zoom account is strongly recommended. A basic Zoom account is free (see [here](#)). See the following link for recommended minimum technical requirements for online learning.

Zoom sessions will be recorded and made available only to those within our class, upon request. Note that Zoom will always notify meeting participants that a session is being recorded. This notification cannot be disabled.

**Course Schedule:**

<b>Lecture</b>	<b>Date</b>	<b>Topics/Agenda</b>	<b>Readings</b>
1	Jan 15	Introduction & Course outline Globalization	Text Ch. 1
2	Jan 22	Country Differences: Political Economy & Cultural Environment	Text Ch. 2, 3
3	Jan 29	International Trade Theories	Text Ch. 5
4	Feb 5	International Trading System	Text Ch. 6
5	Feb 12	Foreign Direct Investment	Text Ch. 7
	Feb 19	<b>NO CLASS - Family Day &amp; Winter Break</b> ☺	
6	Feb 26	Regional Economic Integration <b>Assignment #1 due</b>	Text Ch. 8
7	March 5	<b>Midterm Exam, Online</b>	
8	March 12	Global Strategy	Text Ch. 11
9	March 19	Entering Foreign Markets	Text Ch. 12
10	March 26	Global Marketing and R&D	Text Ch. 14
	April 2	<b>NO CLASS – PUBLIC HOLIDAY</b>	Make-up class on Apr 14
11	April 9	Global Production, Outsourcing and Logistics	Text Ch. 15
12	April 14	Global Human Resource Management <b>Assignment #2 due</b>	Text Ch. 16

**NOTE:** This schedule is tentative and may change in the course of the term. **Assignment due dates will NOT change though.** I will communicate changes in online classes and on cuLearn.

## Course Requirements & Methods of Evaluation

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

Your final grade will be a weighted average of each of the grading scheme components. No grades are final until they have been approved by the Dean.

### 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 these individual assignments 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 on cuLearn is what gets marked. Make sure to upload your final version and that your file opens properly.

Please ensure that all submissions include name and student number. You are strongly encouraged to verify that your particular technology systems are compatible with the university's systems. It is always the student's responsibility to ensure that work is successfully submitted and successfully received—technology-related issues are not an acceptable excuse for late, incomplete, inaccessible, non-submitted, or non-received work. But I know you will not let this happen.

### 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 be based on the textbook chapters 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 only) 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 after the midterm).

## **Communications**

Information will be communicated during online 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. Zoom will only be used for synchronous class time. Therefore, please check the course cuLearn very regularly. In case of class cancellation due to unforeseen circumstances, I will send an email (via cuLearn) and post an announcement on cuLearn as soon as possible.

There are multiple channels for students to have their questions answered timely by the instructor or by peers. Please carefully read and follow the guideline below and remember that emailing the instructor is reserved only for certain situations.

- If you have questions about course content, assignments, and policies, please post your questions on the “Ask the Instructor” forum on cuLearn and/or weekly synchronous meetings. In this way, my answers to your question can benefit all other students in the class.
- If you want to discuss a class-related issue or connect with a peer, post your question on the “Peer-to-Peer Connect” forum on cuLearn or contact the student through an email function on cuLearn.
- If you have questions regarding your own work for the assignment or want to discuss a private matter, email the instructor. If needed, we will schedule an online meeting.

I will do my best to answer your questions (on culearn and via email) within 24 hours. Please note that my response will be to direct you to cuLearn for questions already covered in class or posted on cuLearn. I answer emails Monday – Friday, 9 AM – 5 PM, not outside of this period (e.g. weekday evenings and weekends), unless urgent communication is needed.

## **Respectful and Inclusive Peer Learning**

I ask students to listen attentively, exercise empathy, and learn from each other during weekly meetings and on cuLearn forums. To enable an inclusive environment for peer learning, communications must be conducted in a fair and respectful manner. In this endeavor, please carefully read and practice the netiquette as outlined [here](#). Disrespectful and intolerant language/behavior has no place in this course.

## **Email Policy**

This course will use Carleton emails only to communicate. 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.

### **Course Copyright**

Classroom teaching and learning activities, including lectures, discussions, presentations, etc., by both instructors and students, are copyright protected and remain the intellectual property of their respective author(s). All course materials, including PowerPoint presentations, outlines, and other materials, are also protected by copyright and remain the intellectual property of their respective author(s).

Students registered in the course may take notes and make copies of course materials for their own educational use only. Students are not permitted to reproduce or distribute lecture notes and course materials publicly for commercial or non-commercial purposes without express written consent from the copyright holder(s). Recordings are also protected by copyright. The recordings are for your own educational use, but you are not permitted to publish to third party sites, such as social media sites and course materials sites.

## 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, followership 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 its 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/>

*\* Note that the office is physically closed. However, e-drop in is available between 8:30-4:30 until social distancing requirements are updated by the Province.*

## **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 <https://carleton.ca/its/get-started/new-students-2/>
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