



**BUSI 2701F**  
*Fundamentals of International Business*  
*Summer S2 2018*

**Instructor:** William Clements  
**Office:** 1009 Dunton Tower  
**Office Hours:** By appointment  
**Email:** William.clements@carleton.ca  
**Course meets:** Monday & Wednesday, 8:35 AM to 11:25 AM, SA 518  
**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, 4th Canadian edition; Hill, Charles W. L., & McKaig, Thomas; Canada: McGraw-Hill Ryerson Ltd, 2015. ISBN 9781259024986. This required textbook has been order through the Carleton bookstore. You can buy it at the bookstore, or 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:

<u>Description:</u>	<u>Deliverable:</u>	<u>Weight:</u>
<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. Attendance and participation in class exercises are mandatory. There will be bonus marks for in-class exercises.

### 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.

Both are **individual** assignments.

Detail requirements and instructions for the assignments will be posted to cuLearn.

Assignments must be uploaded on cuLearn before the deadline (which is the start of class on the due date indicated in the Course Schedule below). No print copies, and no submissions by email will be accepted, with no exceptions. What is uploaded on cuLearn is what will be marked, no exceptions. So make sure to upload your final versions on cuLearn, and that you file opens properly in cuLearn. Please ensure your submission has your name and student number.

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

### Midterm Exam and Final Exam:

The midterm exam will be held during regular class time and will consist of multiple-choice questions, based on the textbook chapters up to test date, and on ***all lectures and materials*** covered in class up to that date.

Students who are unable to write the midterm exam due to a medical emergency or a family emergency must complete similar work prior to the end of the semester. For example: write a make-up mid-term exam in a separate session such as office hours.

Students that miss the midterm for this reason of illness must notify me before the midterm (if at all possible), and must provide a medical certificate, or similar

document for a family emergency, within 48 hours following the exam. If no medical certificate is provided, then no make-up exam will be offered.

The final exam will be held during formal exam period. This is set by the Registrar's Office. The final exam will be based on all textbook chapters in the course, and on all lectures and materials covered in class. Emphasis will be placed on the textbook chapters, lectures and material covered after the midterm exam. (Approximately 60/40 split).

### **Communications:**

Information will be communicated during class on a regular basis. In addition, any new information will be posted on cuLearn. The cuLearn site will be the primary source for course materials, including: announcements, assignments, supplementary lecture slides, videos, etc. Therefore, please check the course cuLearn site very regularly. In the class of class cancelation, for whatever reasons, an announcement will be posted to cuLearn as soon as possible.

### **Email Policy:**

I will very much try to answer your emails within 24 hours. However, for questions that have already been covered in class, please do refer to the course outline and other documents posted on cuLearn. And as a suggestion, please do use the cuLearn discussion forum to ask if your classmates can assist you. Note that Carleton University requires you to use your Carleton email account.

Clearly indicate the course number in the subject line to speed up replies. I expect professionally written business emails. Inappropriate emails will be returned to you, unanswered.

### **Wireless Devices and Laptop Usage:**

Please do bring a wireless device (your cellphone, tablet, or laptop) to class. Note that cellphones must be on silent ring mode. The use of your wireless device should be restricted to activities related to our course, though. Inappropriate use of wireless devices in class will be noted and will affect your final grade.

## Course Schedule:

<b>Lecture #</b>	<b>Date</b>	<b>Topics/Agenda</b>	<b>Readings</b>
1	4 July	Introduction & Course Outline Overview of Globalization	Text Ch. 1
2	9 July	Country Differences: Political, Economic, Legal, & Cultural	Text Ch. 2 & 3
3	11 July	International Trade Theories	Text Ch. 5
4	16 July	International Trading System	Text Ch. 6
5	18 July	Foreign Direct Investment <b>Assignment # 1 is due</b>	Text Ch. 7
6	23 July	Regional Economic Integration	Text Ch. 8
7	25 July	<b>Midterm Exam</b>	
8	30 July	Global Strategy	Text Ch. 11
9	1 August	Entering Foreign Markets	Text Ch. 12 & 13
	6 August	<b>Civic Holiday - no lecture</b>	
10	8 August	Global Marketing and R&D	Text Ch. 14
11	13 August	Global Production, Outsourcing, and Logistics (Supply Chain Mgmt.)	Text Ch. 15
12	15 August	Global Human Resource Management <b>Assignment # 2 is 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: <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/>