



Carleton
UNIVERSITY

SPROTT
SCHOOL OF BUSINESS

**CARLETON UNIVERSITY
INTERNATIONAL BUSINESS
BUSI 2702 A
FALL 2020
INTRODUCTION TO INTERNATIONAL MANAGEMENT**

Instructor: Vivi Zhang
Office Hours: By appointment
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TA: TBD
Office Hours: TBD
Email: TBD

Course meets: Fridays, 8:35am – 11:35 am
Modality: *Online (_1.5_ hrs asynchronous and/or _1.5_ hrs synchronous)

Pre-requisites & precluded Courses: second-year standing in B.I.B. and BUSI 1701.
Precludes additional credit for BUSI 2101, BUSI 2121, BUSI 3602.

Course Calendar description from the 2020/2021 University calendar:

Applies principles of organizational behavior and organizational theory to the operations of international businesses. Includes discussion of appropriate strategies and structures. Introduces concepts of cross-cultural communication.

Course Description:

In an increasingly competitive global business environment, managers must be prepared to work effectively with people and organizations from various cultural backgrounds. This course is directed toward developing an understanding of the opportunities and challenges presented by the global environment as well as the managerial skills required to succeed.

Learning Outcomes:

Following completion of this course, students should be able to:

- Apply principles of organizational behavior and organizational theory to the operations of international business;



- Articulate managerial and strategic perspectives that are supportive of corporate goals and compatible with local conditions and culture;
- Understand the dynamic role of culture in business practices when evaluating business alternatives in international settings;
- Demonstrate an understanding of the effects of culture on motivation, communication and group and individual behavior;
- Understand how cultural differences might affect them personally if they engage in an international assignment or work in a multicultural environment.

Required Textbook:

Steers, Richard M., and Joyce S. Osland. *Management across Cultures: Challenges, Strategies, and Skills*. 4th ed. Cambridge: Cambridge University Press, 2019. ISBN: 9781108681209

Additional readings will be posted on cuLearn.

Technical requirements: Webcam with microphone

Course Requirements & Methods of Evaluation (including due dates):

Assignment	% of grade	Due date
Individual contribution	10	
Group case	10	TBD
Mid-term exam (individual take-home case)	25	Nov 6
Group project	30	Dec 11
Individual project	25	Dec 23
Total	100	

Individual contribution

Class attendance, preparation and participation are an important part of the grade. Students are expected to read all assigned materials, attend on time for all classes, and actively participate in in-class activities and online discussions.

Group case

Two cases (5 points each) will be used to assess the degree to which students learn and understand about the subject by applying key concepts covered in class. Students will work in groups to answer case questions and submit a write-up as a group.

Mid-term exam (individual take-home case)

A comprehensive case with questions will be distributed to students a week prior to its due day. Students are expected to work individually and provide their answers to the questions in a well-organized document.

Group project

This assignment is meant to help students apply theoretical concepts learned in the course. Students will form groups and work with their teams throughout the course to deliver a presentation and a written report at the end of the course. Please see the project guidelines posted on cuLearn for more information.

Individual project

Students will work on a written report applying materials learned in class. Please see the project guidelines posted on cuLearn for more information.

Missed/late assignments and midterms

Students unable to write exams or complete assignments on time because of illness or other circumstances beyond their control must contact the instructor in writing to request a deadline extension or accommodation within 24 hours of missing assignment unless doctor note specifies that student was unable to make a phone call or send an email during the lapsed period. Extension may be granted when supported by a medical certificate and or appropriate document/s to support the reason for the deferral. **Late submissions will not be accepted.**

Communication policy

Information related to the course will be communicated in class and posted on cuLearn where students can access course materials, including course outline, assignment guidelines, slides, and announcement, etc. While I will try to answer emails with 24 hours, students are strongly recommended to review the course outline and other documents posted on cuLearn and *take advantage of the discussion forum* to look for answers. When drafting emails, students are required to use Carleton email account and clearly indicate course and section in the subject line to speed up replies. Professionally written business emails are expected. Inappropriate emails may be returned or unanswered.

Tentative Course Schedule¹:

Week	Topic	Required readings	Date
1	Course Outline & Introduction to International Management	Chapter 1	Sep 11
2	Culture Environments	Chapter 2 and Appendix	Sep 18
3	Organizational Environments	Chapter 3	Sep 25
4	Managerial Environments	Chapter 4	Oct 2
5	Cross-cultural Communication	Chapter 5	Oct 9
6	Global Leadership	Chapter 6	Oct 16
7	Global Partnerships and Negotiations	Chapter 8	Oct 23
	NO CLASS – Fall break		Oct 30
8	Mid-term Exam Due		Nov 6
9	Global Teams	Chapter 9	Nov 13
10	Global Assignments	Chapter 10	Nov 20
11	Group Presentations		Nov 27
12	Group Presentations & Class Conclusion		Dec 4

¹ This course schedule may change. Changes will be communicated in class and posted on cuLearn.

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

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 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

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