



Carleton
UNIVERSITY

SPROTT
SCHOOL OF BUSINESS

**BUSI 2703 B:
INTRODUCTION TO INTERNATIONAL BUSINESS
Winter 2020**

Instructor: Abdulghany Mohamed, Ph.D.

Office:

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Class Location:

Class Days and Times: Fridays (2:35 - 5:25 pm)

Office Hours: Fridays (12:00-2:00 pm) or by appointment.

This course outline provides you with most of the information you will need to know in order to organize yourself for the lectures and tutorial, prepare for group project, and complete individual assignments. It is, therefore, important that you:

Please read carefully all the information provided in this course outline.

If in doubt, please consult the course instructor.

UNIVERSITY CALENDAR COURSE DESCRIPTION

Introduction to contemporary businesses in a complex economy, their role in society and their history. Examination of the various functions that come together to define a business with an emphasis on all forms of business communications.

PREREQUISITE

Prerequisite(s): second-year standing. No credit for students in B.Com. or BIB. Precludes additional credit for BUSI 1701, BUSI 2701.

COURSE OBJECTIVES

As an introduction to the broad field of international business this course will particularly focus on the principles and practices of contemporary international business. A wide range of international business topics will be covered including: history and significance of international trade and investment, theories of international trade and investment, characteristics of international business environments and the impacts of culture and the political, economic, ethical and legal systems on corporate strategy as well as the influence of international institutions -- including the characteristics and effects of regional trade blocs, global commercial and financial institutions -- on managerial functions and corporate behaviour, practices and performance in an international context. Business communication in its various contemporary forms will also be examined and emphasized.

Specifically, the aims of this course are four-fold:

- (a) First, the course will provide the student with a broad and systematic overview of international business field by introducing the student to basic theoretical, conceptual, empirical and methodological traditions that underpin the context, operation and flow of international business. This discussion includes the conduct of international trade, the institutions and agreements that provide structure for global commerce and investment and the organizations, both large and small, which facilitate international business. This material is meant to provide an integrated framework that allows the student to understand various aspects of international business and managerial functions not as individual facts but as parts of a systematic whole. This provides a basis for more advanced courses that address specific aspects of international business and international management.
- (b) The second objective of the course is to heighten students' awareness of current issues in the field and how they are related to the theories on and practices of contemporary international business. Awareness by international business managers of current issues is crucial because every country and business manager has to address on an on-going basis emerging opportunities and concerns with international trade and foreign investment. While many of these issues may persist over time, their importance varies in unpredictable ways with profound implications for management. As such, international business students (i.e., prospective managers) require an understanding not only of basic principles but of how global forces, events and trends manifest themselves and their impact on countries, businesses and individuals on a daily basis. Discussion in class, informal quizzes, company and country analyses, midterm and final exam questions will highlight and focus on these issues.
- (c) The third objective of the course is to enhance the student's individual and group-oriented learning tools and skills, including research, analytical, critical thinking and teamwork skills necessary to comprehend, evaluate, critique, synthesize and present complex material/issues in the international business field.

- (d) The fourth aim of the course is to enhance/refine students' communication skills. Success in university and in the student's later career will depend largely on their ability to communicate ideas clearly and convincingly. Facility in communication goes beyond being able to read and write clearly. The capacity to reason systematically, to analyze complex issues and to evaluate and integrate information from multiple digital and non-digital sources is the basis for effective communication.

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- (a) Identify and critically analyze the main aspects of globalization and their relationship with and implications for the contemporary international business environment; and how national, regional and global environmental factors (political, socio-cultural, economic, legal, technological and ecological) affect/influence/shape the processes and outcomes of international business.
- (b) Articulate and apply the main theories and models of international trade and investment.
- (c) Understand the nature of contemporary business organizations (e.g., multinational firms) including their key strengths and weaknesses and the sources of such attributes, their role in the conduct of international trade and investment, and the different modes they engage with diverse international markets.
- (d) Appreciate how business firms are managed and the various strategies and key decisions managers make in their bid to effectively compete in the highly dynamic and complex global business environment.
- (e) Design and conduct – individual and in team-based -- international business research that is buttressed by well-grounded theoretical, empirical and practical insights; as well as demonstrate an adeptness at accessing, utilizing and deploying electronic and non-digital sources of information/data for international business research.
- (f) Communicate effectively – orally and in written form; including the writing of professional correspondence and project reports, and oral presentation of research assignments/results.
- (g) Demonstrate a clear understanding and acquisition of effective individual and team skills necessary in today's academic and work/career environments.

COURSE STRUCTURE AND DELIVERY

Meeting on scheduled days/dates in 3-hour sessions per week this course will be structured on a lecture format around five (5) broad activities:

(a) Class Engagement

Students are expected to be actively engaged in all lectures and assignments. Students will critically examine and discuss the assigned readings and issues. In fact, each lecture session will begin by engaging students in a discussion of the key readings and a recap of the previous session's material. All participants will be expected to take an active role in discussions. As such, each participant will be expected to have read all the required readings and be prepared to discuss the assigned readings and issues raised in the readings and class discussion. And, most importantly, class participation is predicated on the premise that class attendance for the whole duration of each session is mandatory for each and every student throughout the semester. Thus, 10% (out of the allocated 15%) of the course marks will be assigned to class attendance.

(b) Individual Assignment

Each student will hand in a written analysis on **one** chapter-based assignment (case study, management focus or country focus) from the textbook as randomly assigned on Sessions 1 and 2 of the Semester. Individual written reports (in both hard and soft copy versions) will be due during the respective session a student is assigned. Assignment selections will close on Week/session 4 of the semester. Assignment guidelines and a schedule of individual case allotments will be posted on cuLearn.

(c) Mid-term Test (in-class).

Students will be required to sit an in-class mid-term test on the scheduled date (**Session 6, February 14th, 2020**).

(d) Final Exam

Students will be required to sit a written formal final examination as scheduled by the university.

(e) Term Group Project:

Course participants will be required to take part in a group-based project. This assignment, to be undertaken in four phases/stages, will entail an in-depth assessment of a multi-national corporation/enterprise (MNC/MNE) to determine its key strengths and weaknesses in the context of the global economy. Each group will prepare a written report for each phase of the project. Moreover, each group will also participate in an in-class oral presentation of their term project on a scheduled date. The detailed requirements of this project – specified in a set of guidelines and marking rubrics -- are provided separately on cuLearn.

TEXTBOOK AND OTHER RESOURCES

The following textbook is required for this course:

Hill, Charles W., G. Tomas M. Hult and Thomas McKaig (2018) *Global Business Today*, 5th Canadian edition, McGraw-Hill Ryerson.

In addition to the textbook, key/required readings are assigned from other sources (e.g., periodicals, etc.) as deemed appropriate. **Required course readings (i.e., textbooks and periodicals, etc.) will also be accessible via Ares (library reserve facility).** Moreover, throughout the semester/course students will be encouraged to read the current business press with a keen eye on thought provoking topics on international business. Supplementary readings will be posted separately on cuLearn.

ASSESSMENT

(1) Class Participation	15 %
(2) Individual Assignment	10 %
(3) Mid-term Test (In-class)	10 %
(4) Final Examination	25 %
(5) Term Group Project: MNE Assessment	
(i) Phase 1: MNE Selection	5%
(ii) Phase 2: Data Collection and Preliminary Analysis	10%
(iii) Phase 3: Preliminary Report Presentation	10%
(iv) Phase 4: Final Report	15%
Total	100%

NOTE:

- (1) Satisfactory in-term performance:
 - (a) Unless otherwise stated below in item (b), the requirement for Satisfactory Performance is set at 50% of all, not each, pre-final work (i.e., assignments, participation marks, tests, etc.).
 - (b) Students must participate and receive a mark (above zero) in each of the five evaluation components in order to receive a passing grade.

- (2) If you must miss the mid-term test due to [verifiable illness \(or, in rare cases, some other circumstances beyond your control\)](#) you have the option of sitting a new midterm test at a date mutually agreed between you and the instructor or alternatively you may apply to shift the weight of the mid-term to the final exam. In either case you must submit a medical certificate or other verifiable documentation to me—the instructor—no later than five (5) calendar days after the midterm date.

BUSI 2703 B – Winter 2020 – Lecture Schedule, Course Topics, Mid-Term Test, Case Study and Project Due Dates

Session	Date	Time	Topic	Key Readings/Deadlines
1	Friday, January 10 th , 2020	2:35 -5:25 pm	<ul style="list-style-type: none"> Introduction and Course Overview History, significance and future of international business 	<ul style="list-style-type: none"> Individual case selection Project Groups formation Instructor’s Lecture Notes
			Globalization	Hill, Hult & McKaig (2018) Chapter 1
2	Friday, January 17 th , 2020	2:35 -5:25 pm	Library Session	Business Librarian
			Country Differences in Political Economy	Hill, Hult & McKaig (2018) Chapter 2
3	Friday, January 24 th , 2020	2:35 -5:25 pm	The Cultural Environment	Hill, Hult & McKaig (2018) Chapter 3
			Ethics in International Business	Hill, Hult & McKaig (2018) Chapter 4
4	Friday, January 31 st , 2020	2:35 -5:25 pm	International Trade Theories	Hill, Hult & McKaig (2018) Chapter 5 Term Project: Phase #1 due
			The Political Economy of International Trade	Hill, Hult & McKaig (2018) Chapter 6
5	Friday, February 7 th , 2020	2:35 -5:25 pm	Foreign Direct Investment	Hill, Hult & McKaig (2018) Chapter 7
			Regional Economic Integration	Hill, Hult & McKaig (2018) Chapter 8
6	Friday, February 14 th , 2020	2:35 -5:25 pm	Mid-Term Test	For scope of readings for Mid-term Test see notes posted on cuLearn.
WINTER BREAK	February 17-21, 2020	WINTER BREAK -- CLASSES SUSPENDED		

7	Friday, February 28 th , 2020	2:35 -5:25 pm	The Foreign Exchange Market	Hill, Hult & McKaig (2018) Chapter 9
			The Global Monetary System	Hill, Hult & McKaig (2018) Chapter 10 Term Project: Phase #2 due
8	Friday, March 6 th , 2020		Global Strategy	Hill, Hult & McKaig (2018) Chapter 11
			Entering Foreign Markets	Hill, Hult & McKaig (2018) Chapter 12
9	Friday, March 13 th , 2020	2:35 -5:25 pm	Exporting, Importing, and Countertrade	Hill, Hult & McKaig (2018) Chapter 13
			Global Marketing and R&D	Hill, Hult & McKaig (2018) Chapter 14
			Group Presentations (Phase 3) for assigned teams	Term Project: <ul style="list-style-type: none"> • Phase 3 (hard and soft copy) for presenting groups due in class. • Final Reports (Phase 4) will be due in the next session.
10	Friday, March 20 th , 2020	2:35 -5:25 pm	Global Production, Outsourcing and Logistics	Hill, Hult & McKaig (2018) Chapter 15
			Global Human Resource Management	Hill, Hult & McKaig (2018) Chapter 16
			Group Presentations (Phase 3) for assigned teams	Term Project: <ul style="list-style-type: none"> • Phase 3 reports (hard and soft copy) for presenting groups are due in class. Final Reports (Phase 4) for groups presenting in this session will be due in the next session. • Final reports (Phase 4) for groups that presented in the previous session are due in class.

11	Friday, March 27 th , 2020	2:35 -5:25 pm	International Business in Developing and Emerging Economies	<p>Ahmed, F. E. (2013) "The Market at the Bottom of the Pyramid: Understanding the Culture of Poverty", <i>Perspectives on Global Development and Technology</i> 12: 489-513.</p> <p>Bremmer, I. (2005) "Managing Risk in an Unstable World", <i>Harvard Business Review</i> 83 (6): 51-59.</p> <p>Prahalad, C.K. and Allen Hammond (2002) "Serving the World's Poor, Profitably", <i>Harvard Business Review</i> 80 (9): 48-57.</p> <p>Schrader, C. J. Freimann & S. Seuring (2012) "Business Strategy at the Base of the Pyramid", <i>Business Strategy and the Environment</i> 21: 281-298.</p>
			Group Presentations (Phase 3) for assigned teams	<p>Term Project:</p> <ul style="list-style-type: none"> Phase 3 reports (hard and soft copy) for presenting groups are due in class. Final Reports (Phase 4) for groups presenting in this session will be due in the next session. Final reports (Phase 4) for groups that presented in the previous session are due in class.
12	Friday, April 3 rd , 2020	2:35 -5:25 pm	Group Presentations (Phase 3) for assigned teams	<p>Project:</p> <ul style="list-style-type: none"> Phase 3 reports (hard and soft copy) for presenting groups are due in class. Final Reports (Phase 4) for groups presenting in this session will be due a week thereafter. Final reports (Phase 4) for groups that presented in the previous session are due in class.
			Course Wrap Up	

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 <http://carleton.ca/ccs/students/>