



**Carleton University
Sprott School of Business**

BUSI 3704 A:

THE ENVIRONMENT OF INTERNATIONAL BUSINESS
Fall 2014

Instructor: Abdulghany Mohamed, Ph.D.

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Class-room:

Class Days and Times: Thursdays 8:35am - 11.35am

Office Hours: Thursdays 12:00-2:00pm or by appointment

PREREQUISITE

Third-year standing, and **BUSI 2101** or **BUSI 2702** with a grade of C or higher and **ECON 1000** with a grade of C- or higher.

COURSE DESCRIPTION

International business does not occur in a vacuum. It happens and, is indeed, constituted and embedded in specific contexts: spatial and temporal; material and non-material; social and natural; internal and external to the key actors; and, at various levels including national and international, domestic and foreign. This course will primarily focus on understanding these environmental aspects of international trade and investment and their managerial implications. With the aid of practical examples and key theories linking environmental factors with business organizational strategies, structure, processes, identity, and performance, course participants will critically examine the environment's main elements (including its characteristics/dimensions, dynamics, and interrelationships with key actors) and its main effects on and implications for international business.

COURSE/LEARNING OBJECTIVES

The overarching aim of this course is to provide the student with a broad and deep understanding of the environment of international business and the opportunities and challenges it presents to firms operating in an international context in which the current phenomena of globalization and regionalism (and their associated impacts upon business) have to be contended with, examined, understood and managed.

Specifically, the course aims to provide the student with relevant theoretical insights and practical skills (i.e., a basic “toolkit” of necessary theories, conceptual approaches, analytical/practical techniques, empirical evidence, etc.) through a series of lectures, individual case study assignment, and participation in a collaborative group project that will enable the student to identify, analyze and critically assess the environment of international business -- all aimed at equipping the student to better understand the dynamic and complex nature of the milieu in which international business occurs as well as discern its patterns, resourcefulness and dynamics, and its relationship with business firms. Moreover, it is hoped that the theoretical, individual-and group-based research and practical skills/knowledge acquired in this course will help to prepare the student for more advanced study and/or for a career in international business. As such, upon completion of the course, students should be able to:

- (a) Analyze, understand and discuss the various interacting facets of the environment of international business (i.e., firm, industry/market, social, economic, cultural, political, technological contexts, etc.) and their influences on international business.
- (b) Appreciate and understand the role(s) of the various actors (governments, multilateral institutions, NGOs/CSOs, etc.) in shaping the strategies, structures, practices, and performance of a variety of business firms.
- (c) Discern and evaluate the role/significance of regional blocs on international business.
- (d) Apply the knowledge and understanding of the international business environment to current topical issues/cases; which, in turn, may help in the formulation of better-informed business policy decisions at the student’s (prospective) workplace.
- (e) Understand how theories, concepts and principles learned in this and in other courses can be usefully applied as a framework for analyzing the international business environment and its relationship with business firms.
- (f) Effectively apply the various techniques employed in the analysis of international business environment.
- (g) Conduct individual and group oriented research in international business including the preparation and presentation of research reports.

COURSE STRUCTURE AND DELIVERY

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

(a) Class participation

Students will each week critically examine and discuss the assigned readings and issues. In fact, each 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 each and every student is mandatory throughout the semester.

(b) Individual Case Study Analysis

Each student will hand in a written analysis on **one** chapter-based case study from the textbook on a chosen/assigned date. A random assignment of case studies will take place on Sessions 1 and 2 of the semester; and individual written reports (in both hard and soft copy versions) will be due during the respective session a student is assigned. Guidelines on case analysis 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 a scheduled date (**Session 7: October 16th, 2014**).

(d) Final Exam

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

(e) Term Group Project: Comparative Country Analysis

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 analysis of two prospective countries (list to be provided) that a Canadian (or North American) company is contemplating to enter, expand/grow its operations or to exit. The detailed requirements of this project – specified in a set of guidelines and marking rubrics -- are provided separately on cuLearn.

TEXT BOOK AND OTHER RESOURCES:

The following textbook is required for this course: **Morrison, J. (2011) *The Global Business Environment; Meeting the Challenges*, 3rd ed., New York, Palgrave Macmillan.**

In addition to the textbook, key/required readings are assigned from other sources (e.g., periodicals, etc) as deemed appropriate (see detailed schedule on the long version of the course outline posted on cuLearn for full titles). Moreover, throughout the semester/course students will be encouraged to read the current business press with a keen eye on thought provoking topics pertaining to the international business environment. Supplementary readings will be posted separately on cuLearn.

ASSESSMENT

(1) Class Participation	15 %
(2) Individual Case Study Analysis (Textbook-based Case Study)	10 %
(3) Mid-term Test (In-class)	10 %
(4) Final Examination	25 %
(5) Term Group Project: Comparative Country Analysis	
(i) Phase 1: Countries and Company 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.
 - (c) Unsatisfactory in-term performance in this course will lead to failure in this course regardless of the performance at the Final Exam or term project.
 - (d) A Failure with No Deferral (FND) grade will be assigned in this course in case of missed Final Exam or Term Project.

- (2) If you must miss the mid-term test due to **verifiable illness (or, in rare cases, some other circumstances beyond your control)** you may apply to shift the weight of the mid-term to the final exam by submitting a medical certificate or other verifiable documentation to me—the instructor—no later than five (5) calendar days after the midterm date. Please use the medical certificate form found at:
http://www1.carleton.ca/registrar/ccms/wp-content/ccms-files/med_cert1.pdf

BUSI 3704 A – Fall 2014 - Course Topics, Mid-term Test and Project Due Dates

Session	Topic	Key Readings/Project Due Dates
Session 1 September 4 th , 2014	Introduction and Course Overview	<ul style="list-style-type: none"> • Individual case selection • Project Groups formation
Session 2 September 11 th , 2014	The Environment of International Business: What is It? How can it be assessed?	<ul style="list-style-type: none"> • Morrison, Chapter 1 • Individual case selection • Project Groups formation
Session 3 September 18 th , 2014	Globalization and the Shaping of the International Business Environment	<ul style="list-style-type: none"> • Morrison, Chapter 2 • James (1990)
Session 4 September 25 th , 2014	The Regional Dimension of the Global Economy	<ul style="list-style-type: none"> • Baldwin (1997); Levy (2006); Panagariya (1999); Väyrynen (2003) • Term Project: Phase #1 due
Session 5 October 2 nd , 2014	World Trade and Production in a Competitive Environment	<ul style="list-style-type: none"> • Morrison, Chapters 4 & 5 • Snowden & Stonehouse (2006)
Session 6 October 9 th , 2014	The Global Economy in the Context of a Variety of National Economic Systems	<ul style="list-style-type: none"> • Morrison, Chapter 3 • Porter (2008)
Session 7 October 16 th , 2014	<ul style="list-style-type: none"> • Diverse and Dynamic Social and Cultural Environments • Mid-term Test 	<ul style="list-style-type: none"> • Morrison, Chapter 6 • For scope of readings for Mid-term Test see notes posted on WebCT.
Session 8 October 23 rd , 2014	Diverse and Changing Political and Legal Environments	<ul style="list-style-type: none"> • Morrison Chapters 7 & 8 • Term Project: Phase #2 due
Session 9 November 6 th , 2014	International Financial Markets & Technology and Innovation	<ul style="list-style-type: none"> • Morrison, Chapters 9 & 10 • Kose, et al. (2007)
Session 10 November 13 th , 2014	<ul style="list-style-type: none"> • The Natural Environment and Contemporary Social Issues • Group Presentations (Phase 3): Subject to the number of students enrolled in the course some project groups may be assigned to present during this session. 	<ul style="list-style-type: none"> • Morrison, Chapters 11, 12 & 13. • Kelly (2008); Kolstad & Wiig (2009); Mason (1986) • Term Project: Phase 3 (hard and soft copy) for presenting groups due in class. • Final reports (Phase 4) for groups presenting this session are due a week thereafter.
Session 11 November 20 th , 2014	Group Presentations (Phase 3) for assigned teams	<ul style="list-style-type: none"> • Term Project: Phase 3 (hard and soft copy) for presenting groups due in class. • Final reports (Phase 4; hard and soft copy) for groups that presented in the previous session are due in class. • Final reports (Phase 4) for groups presenting this session are due a week thereafter.
Session 12 November 27 th , 2014	<ul style="list-style-type: none"> • Group Presentations (Phase 3) for assigned teams • Course Wrap Up 	<ul style="list-style-type: none"> • Term Project: Phase 3 (hard and soft copy) for presenting groups due in class. • Final reports (Phase 4; hard and soft copy) for groups that presented in the previous session are due in class. • Final reports (Phase 4) for groups presenting this session are due a week thereafter.

IMPORTANT ADDITIONAL INFORMATION

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	WDN = Withdrawn from the course		

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

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

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 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*). After requesting

accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2014 exam period is November 7, 2014.

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 or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact 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 expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, 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 <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Assistance for Students:

Student Academic Success Centre (SASC): www.carleton.ca/sasc

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

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.
 - Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>
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