



BUSI 4707 A
Regionalism and Globalization
Winter 2014

INSTRUCTOR: Peter Cowan PhD

OFFICE: Room 919-1 Dunton Tower

CLASS HOURS: Tuesday 08:35AM - 11:25AM

CLASSROOM: Southam Hall 413

OFFICE HOURS: Wednesday 1:00 PM - 3:00 PM (Room 901) or by appointment.

EMAIL: peterc.cowan@carleton.ca

Course Prerequisites:

Third-year standing in B.Com. or B.I.B, and BUSI 3703 (International and Comparative Management) or BUSI 2702 (Intro to International Management).

The School of Business enforces all prerequisites.

General Course Description

This course provides the opportunity to examine concepts of regionalism and globalization, the forces that are driving these concepts, and the consequent apparent impact or lack thereof on business and countries. In particular, the opportunity is made available for the student to follow one of two research tracks:

- a) examine the flow of trade, investment, migration and remittances globally, within select regional blocs and member countries, and the dynamic nature that such flows have with Canada.
- b) by utilizing an established segmentation model associated with regionalization analysis, position a given Canadian industry sector within this model framework, and subsequently evaluate the assumptions of the model based on its application to the industry sector chosen.

Where applicable, both research tracks will be viewed within the context of WTO activities and regional trade activities (e.g. bilateral trade agreements, The Comprehensive Economic and Trade Agreement (CETA) and the Trans Pacific Partnership Agreement (TPP)) as to their validity and continued applicability to Canadian business interests.

Learning Objectives:

1. Raise awareness and understanding of the organization, dynamics and processes of regionalism and globalization and the continued applicability of these concepts. Regional trading blocs are part of the multilateral trading system causing interactive effects on regional and global resource flows (trade, investment). How do businesses respond to each?
2. Develop a more sophisticated understanding of the contributions of trade and investment for improving the state of the world, and why this is important to business.
3. Gain a better understanding of the actual application of the multilateral, regional and bilateral trade agreements to business interests and reality; the benefits, costs and tradeoffs that participating countries/companies make in order to grow, and why, if at all, is the discussion around globalization/regionalization relevant to discrete business organizations.
4. Develop knowledge and practical skills for working with assessment tools and undertaking research (using publically available assessment tools and databases: corporate financial information, trade and investment) relevant for a deeper understanding of trade and investment flows and the potential impact that such flows may have on policy issues (e.g. corporate social responsibility, innovation, taxes, commercialization, patent protection), and the consequence such analysis may have on the activities of discrete business enterprises.

Course Format

Various methods will be used during the semester: lectures, case analysis and discussions, critical discussions of assigned readings, student case presentations and discussions, stories, current events relevant to the course. Students must read all assigned readings and come to class prepared to engage in informed discussions. Students are also encouraged to bring in their own national, regional and international experiences as may be relevant for class discussions.

Class attendance is mandatory for this course.

Organization of the Class:

The class will be organized as follows:

1. Students, under the guidance of the Professor, will form groups of at least four.
2. Each group will select one of the two research tracks:
 - a) a regional trade bloc among those posted by the Professor at the beginning of the term
 - b) an industry sector among those posted by the Professor at the beginning of the term
3. Once group membership has been determined each student will then select a country within the selected trade bloc, or a company within a selected industry grouping.

- Individual and Group Assignments will be based on the selected regional blocs/industry groupings and member countries/companies.

More details will be given in class.

Required Readings:

Textbooks:

- Douglas A. Irwin (2009). *Free Trade Under Fire*. Princeton University Press, **THIRD EDITION ONLY**.
- Alan M. Rugman (2005). *The Regional Multinationals*. Cambridge University Press.
- Conference Board papers on regionalism (Stuck in Neutral: Canada’s Engagement in Regional and Global Supply Chains (2008)); and Food industry (Liberalization’s Last Frontier: Canada’s Food Trade (2013))

Other Readings:

Readings, assessment tools, case studies, etc. as may be assigned during the Course. If not readily available in the University Library, these may be posted on Cu Learn. NB: Students unable to access any of the assigned readings must contact the Professor ASAP.

Grading Scheme:

1. In-class Active and informed individual participation.....	5%
2. Assignment 1: Analysis of an individual country within a regional trading bloc, or an individual company within an industry sector	10%
3. Midterm Examination: Irwin, Rugman, Conference board papers, class discussions.	30%
4. Assignment 2: Group analysis of regional bloc/industry bloc. Group paper is synthesis, analysis and problem solving based on assignment #1 research and findings (Group presentation is worth 10%, and group paper is worth 15%.....	25%
5. Assignment 3: Individual term paper based on core course materials, class materials, including assessment tools and databases and individually selected research topic.....	25%
6. Group work: In-class group work.....	5%
Total.....	100%

NOTE: The student MUST participate in ALL items of the Grading Scheme in order to get a passing grade. Failure to do so will result in failing the Course.

Class Attendance and Participation: Attendance in this class is mandatory. Students are required to **come to class on time**. The Professor reserves the right to take attendance records at randomly selected times. Any student who is unable to come to class must inform the Professor before class or as soon after as possible. In addition to physical presence, the course requires each student to come to class prepared to actively engage in the discussions of the day. Students are required to have read all assigned readings BEFORE coming to class and must come

prepared to make contributions especially in areas where they feel particularly knowledgeable or feel strongly about. Assessment of participation is based on demonstrated knowledge of class materials as discussed in class and group presentations.

To make it easier for the Professor to recognize your in-class contributions, **Please place a name tag as you're known in the official class list on the desk or use a nametag.**

Group, In-Class Case Analysis, Presentation and Discussion:

Important information about group work is available at:

http://sprott.carleton.ca/academic_programs/groupwork.

**BUSI 4717 A Course Schedule
Jan 7 – April 8, 2014**

Class #/Week	Date	Topics/Agenda	Pre class Preparation
1	Jan 7	Introduction: Course, Students, Professor Introduction to Assignment #1, 2 and 3 Refresher on globalization and regional issues	
2	14	Discussion of supporting arguments for Free Trade Introduction to Rugman's segmentation methodology Discussion of group and individual assignments	Irwin: Chapter 1: The United States in a New Global Economy Irwin: Chapter 2: The Case for Free Trade Rugman: Chapter :1 Introduction and Chapter 2: Regional Multinationals: the data
3	21	Discussion of protectionist arguments against free trade Discussion of Rugman's Matrix's Discussion of Supply Chain Framework	Irwin: Chapter 3: Protectionism. Rugman Chapter 3 Two regional strategy frameworks Supply Chain papers TBD
4	28	Measuring the effectiveness free trade Application of Rugman to MNE's Continue discussion of Supply Chain Framework	Irwin: Chapter 4: Trade, Jobs and Income Distribution Rugman: Chapter 4: Regional and Global Strategies of multinational enterprises

5	Feb 4	Application of free trade to the developing world Industry grouping discussion of Rugman's analysis ASSIGNMENT 1 DUE BEGINNING OF CLASS	Irwin: Chapter 6: Developing countries and open Markets Rugman: Chapter 5, 6 and 8
6	11	Basic Facts around WTO Enterprises and Government policy	Irwin: Chapter 7: the WTO, trade disputes, regional agreements, Rugman: Chapter 11: Regional multinationals and government policy Conference Board Paper
	17	WINTER BREAK	NO CLASSES
7	25	Review Lecture	
8	Mar 4	MID TERM EXAM	
9	11	Group Presentations/feedback	
10	18	Group presentation/feedback/Individual presentations/ ASSIGNMENT # 2 DUE	
11	25	Individual presentations ASSIGNMENT # 3 DUE	
12	Apr 1	Review Lecture	
13	Apr 8	TBD	

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- Notes: 1. Assignment #1 due Feb 4, 2014, in class
2. Assignment #2 due Mar 18, 2014, in class
3. Presentations due as discussed in class
4. Assignment #3 due: Mar 25, 2014, in class*

IMPORTANT NOTES ON EVALUATION:

1. If you're not sure how your work will be evaluated on any aspect of the Grading Scheme, please consult the Professor for clarification.

2. All students are expected to be personally present for all grading assignments (tests, examinations, meetings, etc.). Failure to attend will result in a grade of zero.
3. English is the medium of instruction: Both spoken and written work will be judged on content as well as grammar, style, organization, formatting and presentation. For further details, consult “Paper Formatting & Documentation Guidelines”:
http://sprott.carleton.ca/academic_programs/index.htm. Click on “Useful Links” then “Paper Writing Guidelines”
4. Supplemental and grade raising exams are not available for this course.
5. Students must record, double check and observe all due dates related to assignments and exams..
6. If circumstances change some aspects of the Course and Grading Scheme may be changed and students will be notified as soon as possible.

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.

Medical certificate

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

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, Plagiarism, 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:

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 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 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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