



**Carleton University**  
**BUSI4707 2022 / Winter**  
**Regionalization and Globalization**

**Professor:** Dr. Rodney Nelson    **Email:** [rodney.nelson@carleton.ca](mailto:rodney.nelson@carleton.ca)  
**Office:** NI 7017  
**Office Hours:** By request online  
**Class Location:** ME 3380  
**Course meets:** Wednesdays, 6:05 pm-8:55 pm

**Regionalization and Globalization**

Trends in globalization versus supra- and sub-national regionalism. Role of international institutions (e.g. OECD, WTO). Strategy adaptation and integration within and across trade blocs (e.g. NAFTA, EU, Mercosur, ASEAN). Strategies for sub-national markets with similarities across different countries.

Prerequisite(s): third-year standing in B.Com., B.I.B., or Minor in Business, and BUSI 2701 or BUSI 2702.

**COURSE PREREQUISITES**

The School of Business enforces all prerequisites. It is your responsibility to ensure that you meet the prerequisite requirements for this course. Lack of prerequisite knowledge may lead to failure in the course. Only the Undergraduate Program Advisor of the School can waive prerequisite requirements.

**COURSE CALENDAR DESCRIPTION**

This course will provide students with an introduction to the trends in globalization versus supra- and sub-national regionalism. The course aims to understand the impacts of increasing pressures of globalization, global business practices and governance. Students will examine the roles of nongovernmental international organizations such as the WTO and the OECD. Trade blocs such as NAFTA, EU, Mercosur, ASEAN, and APEC will be discussed along with their role in global governance and creating international policy. Concepts such as globalization, glocalization, locality, glocality, regionalization, protectionism, free trade, and global governance will be examined.

## **1. COURSE DESCRIPTION:**

Professor Kiggundu wrote: “*Globalization has come to characterize the end of the twentieth century and the beginning of the new millennium...Some think it will save the world; others are convinced it will destroy it. It differentiates and integrates...Globalization is here to stay*” (Kiggundu, 2002: preface).

Transnational nongovernmental organizations such as the WTO, OECD, UN and NATO have sought to protect global security, justice and overall governance. For multinational businesses, it is important to understand trade policies and how to negotiate the complexity of these agreements. This course will look at the impact these organizations have on multi-national businesses, supply chain management and trade. The course will also examine the concepts of geographical indications and traditional specialties and the concept of “global locality”, glocalization and introduce “glocality”.

For example: Since the early 1990s, the EU has been working to protect the regional economies of Europe and their specialty food products. Mozzarella, scotch whisky, champagne, jambon d'Ardenne are all protected under the EU programs. We will seek to understand if locality can coexist with globalization or does it produce inequalities? Student projects will be aimed at studying this concept.

The course will also look at the inequalities that globalization has produced as well as the benefits. Issues of wage inequalities, outsourcing of jobs, increased specialization, market access and migration or the work force are all discussed. This course also examines how technology has transformed how we think globally and the impact it has on the future of business.

## **2. LEARNING OUTCOMES:**

This course takes a broad perspective to examine the conceptual, theoretical and practical meanings of regionalism and globalization. Specifically, this course seeks to:

- Provide students with a clear understanding of the meanings of regionalism and globalization and how these processes are implicated in the dynamic environments facing business corporations and governments at various levels (i.e., local, sub-national, national regional and global);
- Explore how various actors including corporate organizations and public institutions have responded to and/or facilitated global/regional dynamics;
- Enable the student to apply theory to the phenomena we observe in the “real” world;
- Further enhance the students’ individual and group-oriented learning tools and skills, including research, analytic, presentation and teamwork skills; and
- Prepare students for more advanced studies in regionalism/globalization and international business.

**Contribution to Learning Goals of the Program (BCom, BIB):**

<b>Program Learning Goal</b>	<b>Competencies Not Covered</b>	<b>Competencies Introduced (only)</b>	<b>Competencies Taught But Not Assessed</b>	<b>Competencies Taught and Assessed</b>
<b>CHECK (X) ONE PER ROW</b>				
<b>BC1 Knowledge</b> <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				<b>X</b>
<b>BC2 Collaboration</b> <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>			<b>X</b>	
<b>BC3 Critical Thinking</b> <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				<b>X</b>
<b>BC4 Communication</b> <i>Graduates will be effective and persuasive in their communications.</i>				<b>X</b>
<b>BI5 Global Awareness (BIB ONLY)</b> <i>Graduates will be globally-minded.</i>				<b>X</b>

### 3. COURSE MATERIAL

**Required Text and Supplemental Reading will be on Brightspace:** All reading materials will be posted on Brightspace (they are also accessible through the library)

**Recommended Readings:** The following books are recommended for students who wish to enhance their understanding of, and may work in, regionalization and globalization:

Alasuutari P. 2016. *The Synchronization of National Policies: Ethnography of the Global Tribe of Moderns*. London: Routledge.

Anhieser, H.K. (2018). *Global Governance*, *The Oxford Handbook of Global Studies*, Edited by Mark Juergensmeyer, Saskia Sassen, Manfred B. Steger, and Victor Faessel.

Axford B. 2013. *Theories of Globalization*. London: Polity Press

Cleveland, M., Rojas-Méndez, J. I., Laroche, M., & Papadopoulos, N. (2016). Identity, culture, dispositions and behavior: A cross-national examination of globalization and culture change. *Journal of Business Research*, 69(3), 1090-1102.

Friedman, T. (2005). *The World is Flat*. Penguin.

Foster R.J. (2008) *Glocalizing Coca-Cola*. In: *Coca-Globalization*. Palgrave Macmillan, New York.

Giddens A. 2000. *Runaway World: How Globalization Is Reshaping Our Lives*. New York: Routledge

Hill, J. (2008). *International Business: Managing Globalization*. Sage Publications.

Igoe, Jim, *Conservation and Globalization: A study of national parks and indigenous communities from East Africa to South Dakota* (Wadsworth-Thompson, Riverside, CA, 2004).

Klein, M. and Pettis, M. (2020). *Trade Wars Are Class Wars*,

Kaul, I. (2013). *Meeting Global Challenges: Assessing Governance Readiness*. In *The Governance Report 2013*, edited by the Hertie School of Governance, 33–58. Oxford, UK: Oxford University Press.

Kennedy, P. (1993). *Preparing for the Twenty-First Century*. New York: Vintage.

King S. 2017. *Grave New World: The End of Globalization, the Return of History*. New Haven, CT: Yale Univ. Press.

Payne, A. (2005). *The Global Politics of Unequal Development*. Basingstoke: Palgrave.

#### 4. METHOD OF INSTRUCTION:

This course is presented through a mixture of learning styles including lectures, group work and presentations. There is also a peer reviewed component to the grade which will be discussed in class. It is up to you to do the readings and come to the class prepared. In class discussions are encouraged and bringing your own personal experiences will make the class more relevant.

**Note Carleton requires that correspondence with professors be carried out through your Carleton email account only.**

**I strongly suggest keeping a backup in case of the loss of your work**

#### 5. EVALUATION:

Your grade performance will depend upon both individual and group contributions as outlined below:

<b>Grade Breakdown</b>	<b>% of Final Grade</b>
<i>Individual work:</i>	
Participation	10%
Midterm Examination	20%
Reports	
Glocalization vs Glocality	15%
Globalization: International Agencies	15%
<i>Group work:</i>	
Proposal	5%
Report	25%
Presentation of Research	10%
<b>Total</b>	<b>100%</b>

**Final Grade: Individual component - 60%**  
**Final Grade: Group component - 40%**

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

## Individual Assignments:

1. **Participation:** Students are expected to be actively and productively engaged in all activities of this course (including lectures, assignments, discussions, quizzes, tests, and exam). 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.

Communication with and among students will primarily be conducted via Carleton University's email accounts. It is therefore critical that students check their emails regularly so as not to miss oftentimes time-sensitive messages.

Class participation is predicated on the premise that class attendance (taken and recorded via BrightSpace and Zoom) for the whole duration of each synchronous meeting is mandatory for each and every student throughout the semester.

2. **2 Personal Assignments:** Students will complete two reports

For the **first report** you will choose either a multi-national company or a local protected company who's brand is sold in multiple countries (Think Coca-Cola for Glocalization and Moët & Chandon Champaign for a local gone global company). Discuss each company and their strategy for protecting their brand while introducing their products into different markets. You will then write a report on their business practices. More information will be provided on Brightspace.

For the **second report** you will choose a global international organization (eg. WTO, OECD) or choose a trade bloc (eg. NAFTA, EU, Mercosur, ASEAN, or APEC). You will write an overview of the organization and its role internationally, analyse its effectiveness in its mission and provide any critique.

As plenty of time is provided for assignments, **late assignments will have penalties.** A missed assignment supported by medical documentation will result in an extension or those marks shifted to the remaining assignments. Further instructions will be posted on the course Brightspace site.

3. **Midterm Exam:** The exam is based on class lectures and reading assigned.

## Group Assignments:

The Sprott School of Business encourages group assignments in the school for several reasons. 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.

Students will self-organize themselves into groups of four (4) maximum.

**Group Learning Project:** The primary objective of group projects in this course is to provide experiential learning in the skills necessary for developing real business opportunities with high performance teams. Your team will propose, report and present a business plan for a local company in the EU looking to move their products internationally while protecting their locality and traditional product. More information will be provided in class.

1. **Proposal:** Your team will submit a brief, high-level proposal of the company you have chosen and explain why you selected it.
2. **Report:** Your work should be well articulated and supported. Let the class material be your guide to understanding the issues that you may address. This project should be conducted in groups of 4. This is a peer evaluation\* (meaning you will be grading each others work!). At the completion of the course, the instructor may adjust group assignment marks awarded to individuals based on peer feedback. Individual forms will be made available to you prior to the final class.
3. **Presentation:** Your group will prepare and deliver their business plan and information to the class. This is also a peer reviewed process\*.

\* Peer Review: You will be given the opportunity to peer review each others work and offer your suggestion for a grade. The professor has the right to adjust the grades if necessary.

## 6. CONDUCT

Professional conduct is built upon the idea of mutual respect. Such conduct entails (but is not necessarily limited to):

- **Attending the class:** The entire class benefits from the attendance and participation of all students. Your grade for participation will be affected by absences. Regular class attendance is important and required. I expect you to attend class and contribute to a quality discussion. Class and team discussion of the materials (e.g., readings, assignments, and cases) are an important part of the learning process. Missing more than 2 classes without a certified reason (e.g. medical certificate) will lead to failure in this course regardless of the performance on assignments, presentations and reports.
- **Arriving on time:** Late arrivals are disruptive to both lectures and class discussion and show disrespect to those who are on time.
- **Team-based projects:** Teams for the group projects are created in class during week one and two of the course. Students arriving after these weeks should email the course instructor.
- **Being prepared for class:** You should be ready to discuss any assigned readings and to answer any assigned questions for each day's class.

## 7. 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.

### Grading

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 Accommodation**

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](https://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](https://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](mailto: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](https://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](https://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](https://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.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the 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. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

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 Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at [bcom@sprott.carleton.ca](mailto:bcom@sprott.carleton.ca) or at [bib@sprott.carleton.ca](mailto:bib@sprott.carleton.ca).

### **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 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/>

### **Other Resources Available (613-520-2600, phone ext.)**

Computing and Communication Services (CCS)  
by phone at 613-520-3700  
or email at [ccs\\_service\\_desk@carleton.ca](mailto:ccs_service_desk@carleton.ca).  
Registrar's Office (3500) 300 Tory

## SCHEDULE

WEEK	DATE	TOPICS	ASSIGNMENTS (due dates)	Readings on Brightspace (read before class)
1	Jan 12	Introduction: Course, Students, Professor		Djelic and Quack
2	Jan 19	Globalization, Free Trade and the new Global Economy		Kadloor and Islamia
3	Jan 26	Global Governance and the WTO, World Bank and UN	Report 1 - Globalization: International Agencies	Anheier; Nelson, Intro to Global Governance
4	Feb 2	Protectionism, Inequality and Identity		Dias and Mendes; Trouve and Berriet-Sollic
5	Feb 9	Trade Blocs: EU, NAFTA, LAIA and APEC	Report 2 - Glocalization vs Glocality	Nelson, Intro to Trade Blocs
6	Feb 16	Geopolitics, Globalization and Environmentalism	Group Proposal	Igoe
<b>Feb 22 - Winter Break – no class</b>				
8	Mar 2	Theories of Culture and Business Environment	Midterm Exam	Barthe-Dejean
	Mar 9	Glocalization and Glocality of product: Case Study - Italy		Nelson, Agri-tourism
9	Mar 16	Glocalization and Glocality of business: Case Study – Canada	Group Report and Presentations Due	Bragazzi; Jeon, Meisberg, Dant and Grunhagen
10	Mar 23	Class ( <b>Presentations</b> )		
11	Mar 30	Class ( <b>Presentations</b> )		
12	Apr 6	Class ( <b>Presentations</b> ) Wrap up lecture		