



IBUS 5701A
International Business
Fall (November 4 to December 9)

INSTRUCTOR	John Dickey	
CLASS TIME	Tuesdays 1135 - 1425	E-MAIL jdickey@connect.carleton.ca
ROOM:	TBD	

Course Description, Approach and Learning Objectives:

The primary objective of this course is to introduce, discuss and **apply** the core concepts of business strategy within an international context. The course will be “case-based” and will largely revolve around the presentation, analysis and discussion of a series of International Strategy cases in the six sessions. BUSI 5701 may also include readings from Michael Porter’s “Competitive Strategy” and additional relevant articles and readings from the applied business press. Where applicable, team presentations, class analyses and discussions will be augmented by guest speakers with relevant company, industry and/or geographic expertise.

Textbook(s):

None

Drop Course Policy:

You may drop this course up until the END of the second week of classes. Students that drop a class in the third week will receive a WDN but will automatically have the grade changed to ABS. A grade of ABS is considered a failing grade. Students with relevant medical issues and supporting documentation may petition the School to have the ABS grade changed back to WDN.

Course Evaluation:

The grade for the course will be computed based on the following weightings (see below for details):

	%
Class participation	25
Group Project (To Be Discussed)	30
Final In Class Exam	45
Total	<u>100</u>

Course Evaluation Details: Class Participation

Class members are expected to participate fully in class discussions. Insight and quality of contribution – **NOT quantity** of contribution will be valued.

Course Evaluation Details: Group Project

Groups will be formed in the first class and assigned a case. The group will be responsible for creating a presentation that will be handed in prior to class TBD. The presentation will be a stand-alone summary of their analysis and recommended actions.

Details: Group Project

- The presentation should be 25-40 slides
- **All** group members must be actively involved in the development of the deck
- The deck will be evaluated on the basis of its content (presence of all relevant sections, logical arrangement of the material, convincing arguments, appropriate usage of supporting material, reasonable suggestions for implementation, etc.).
- Typical “areas of coverage” might include:
 - **Case Facts:** a brief summary of the case situation and facts underlying the core problem(s)
 - **Problem Statement:** introduces the major dilemma/problem the company is facing. Present some symptoms of the problem, but not the analysis
 - **Analysis of the Situation:** Analyze the problem and its root causes, i.e., explain the reasons and/or drivers for the problem. Make use of relevant case facts.
 - **Alternative Solutions:** Present several viable alternatives that the company can consider, evaluate the pluses and minuses of each and select the best one. Present a summary rather than a detailed analysis of each alternative. Conclude by selecting the preferred alternative and concisely summarize why it was selected.

- **Financial Plan:** Relevant, pragmatic financial plan.

Implementation Plan: Present an action plan on how to implement the best alternative and highlight key challenges/gaps expected in implementation.

Final exam date:

Tuesday December 16, 11:35 -14:25

Deferred Final Examination:

Students unable to write a final examination because of illness or other circumstances beyond their control must contact the instructor and the MBA office in writing to request a deferred exam. Permission may be granted when the absence is supported by a medical certificate and or appropriate document/s to support the reason for the deferral. Deferred exams are not granted for students who have made travel arrangements that conflict with examination schedule.

Course Schedule:

Class Agenda

Unless otherwise noted, material is available under this course listing from www.study.net

Class 1

- Introduction and review of BUSI 5701
- Case:
 - P&G Japan: The SK-II Globalization Project (303003-PDF-ENG)
- Video/ Speaker:
 - Harvard Business School Case Video, Part I
- Readings:
 - Review case at a high level
 - Review Course Outline in detail

Class 2

- Case:
 - P&G Japan: The SK-II Globalization Project (303003-PDF-ENG)
- Video/ Speaker:
 - Harvard Business School Case Video, Part II
- Readings:
 - Re-Read and digest case **thoroughly** – be prepared to discuss in-depth

Class 3

- Case: Starbucks (98M006-PDF-ENG)
- Write-up/summary of case due at beginning of class

- Video/ Speaker: Darren Huston, Former SVP of Starbucks

Class 4

- Case: TBD

Class 5

- TBD

Class 6

- Course Review and Discussion

Final Exam

- Tuesday December 16, 11:35-14:25

Note, there may be changes to cases and readings so check the outline regularly.

Policy on Mobile Devices

The use of mobile devices IS NOT PERMITTED in this class. It is disruptive to the instructor and class members. If you carry such a device to class, please make sure it is turned off. If an emergency situation requires you to keep it turned on, please discuss this with your instructor prior to class.

Group Work

The Spratt School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your instructor 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.

Person with Disabilities

Students with disabilities requiring academic accommodations in this course are encouraged to contact a co-ordinator at the Paul Menton Centre for Students with Disabilities to complete the necessary letters of accommodation. After registering with the PMC, make an appointment to meet and discuss your needs with me at least two weeks prior to the first in-class test or ITV midterm exam. This is necessary in order to ensure sufficient time to make the necessary arrangements. Please refer to <http://www.carleton.ca/pmc/> for all PMC information.

Religious Observance

Students requesting academic accommodation on the basis of religious observance 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 academic 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.

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/>.

Important dates and deadlines

Fall 2014

June 24	Carleton Central opens at 8:30 a.m. for registration for graduate students, including Graduate Exchanges and Joint Programs (see Timeticket schedule).
Sept. 1	Statutory holiday, University closed.
Sept. 3	MBA Networking Workshop followed by Wine and Cheese (evening).
Sept. 4	MBA F1 classes begin. Follows Monday Schedule
Sept. 5	Mandatory MBA Skills Workshops (Day 1).

Sept. 6	Mandatory MBA Skills Workshops (Day 2).
Oct. 13	Statutory holiday, University closed.
Oct. 17	MBA F1 classes end.
Oct. 20-24	MBA F1 Exam and final project week. No regularly scheduled MBA classes with the exception of INAF/PADM classes.
Oct. 27-31	Fall break, no classes.
Nov. 3	MBA F2 classes begin.
Dec. 11	MBA F2 and F1/F2 classes end.
Dec. 15-19	MBA F2 and F1/F2 Exam and final project week.
Dec. 25-Jan. 5	University closed.