

BUSI 2701 A
Fundamentals of International Business
Summer 2024

Instructor: Dennis Sakalauskas
Office Hours: By appointment
Email: dennis.sakalauskas@carleton.ca

Course meets: Mondays & Wednesday 6:05pm to 8:55pm
Course occurs: July 2 – August 14
Modality: In Person

Pre-requisites & precluded courses:

BUSI 1800. Precludes additional credit for BUSI 1701, BUSI 2703.

Course Calendar description from the 2023/2024 University calendar:

Introduction to the context and operation of international business. Topics include international trade theory, trade agreements and blocs, international finance, global marketing, international human resource management and global strategy.

Course Description:

International business is an aspect of human enterprise that impacts most people, governments and institutions around the world. Whether you are a consumer of a product imported from a foreign nation, the government of a developing country hoping to create jobs through investment from a multinational corporation, or a domestic company suddenly experiencing competition from an offshore firm, you are affected by the laws, agreements and institutions that govern international business.

This course will examine the conceptual and practical aspects of international business and the management of firms operating in an international environment. Topics will include international trade theory, the international business environment, trade agreements and regional economic integration, and global strategy and marketing.

Learning Outcomes:

1. Understand why countries and businesses engage in international trade.
2. Understand the economic, legal, political, and cultural aspects of the environments in which multinational businesses operate.
3. Become familiar with regional economic organizations / agreements such as: the European Union and the USMCA, and international trade organizations such as the World Trade Organization.
4. Understand how basic business functions (e.g. marketing) are affected when operations involve multiple countries and cultures.

Required Textbook/Readings/Required Materials:

Global Business Today, 7th Canadian edition; Charles W. L. Hill, Thomas McKaig, Jacqueline Masabende; Canada: McGraw-Hill Ryerson Ltd, 2024. ISBN 978-1264853526.

NOTE: This textbook can be purchased online (print or e-book) or used (6th Cdn. edition only). Also, a version of the textbook will be available *by loan* via Course Reserve (ARES) at the Carleton University Library.

Course copyright

Classroom teaching and learning activities, including lectures, discussions, presentations, etc., by both instructors and students, are copyright protected and remain the intellectual property of their respective author(s). All course materials, including PowerPoint presentations, outlines, and other materials, are also protected by copyright and remain the intellectual property of their respective author(s). Students are not permitted to reproduce or distribute lecture notes and course materials publicly for commercial or non-commercial purposes without express written consent from the copyright holder(s). Recordings are also protected by copyright. The recordings are for your own educational use, but students are not permitted to publish to any website, social media sites and/or course materials sites.

Course Requirements & Methods of Evaluation (See due dates in Schedule below):

Individual / Teams	Participation	5%
Individual	Assignment #1	25%
Individual	Assignment #2	35%
Individual	Final Exam	35%
Total		100%

Assignments

Assignment #1 is an evaluation of a country for potential investment from Canada. Assignment #2 is an evaluation of a specific company engaged in international business.

Assignments must be uploaded to Brightspace before deadline (by the due date indicated in the Course Schedule below). Submissions by email will not be accepted. Please ensure that all submissions include name and student number.

Note: Please see **Appendix #1 and #2** on Brightspace for the detailed requirements for each of these individual assignments respectively.

Participation

Global Managers, Directors and CEOs working on international business expansion, global marketing and sales strategies and so on, must work in teams, present and must always be active participants in all aspects of the business. The same important principle (participation) applies to this course.

The lectures are designed to be very interactive, so opportunities for class participation are at each lecture class. In addition, countless opportunities for contribution and/or participation will also be available during the case study discussions and during brainstorm/team workshops throughout all classes. Despite there not being a team-based deliverable in this course per se, teams will still be created for many of the in-class lecture facilitation exercises. This will be a key part of the participation process.

Note: Please see **Appendix #3** on Brightspace for the process and detailed requirements for the participation component of this course.

Final Exam

The objective of the final exam is to provide the opportunity to apply individual student's level of comprehension of the course material and their ability to apply the acquired knowledge to the topics, critical thinking, solving problems and/or issues in international business.

The final exam will be an in-person exam organized by the University during the regularly scheduled formal university exam schedule and it is based on readings, case studies, lectures, video documentaries, team presentations and all other course material covered in the lectures classes.

Course policies:

The standards of professionalism apply.

E-mail guidelines:

- Account: Always use your university account. E-mail from other domains (gmail, hotmail, yahoo...) may be automatically treated as spam. Only e-mails from Carleton University e-mail address accounts are guaranteed to receive a response.
- Response Time: Emails will be responded during business days (Monday – Friday) and please assume at least 24 hours to hear back. Therefore, it is always best to e-mail far in advance with questions / comments.

Submissions and Presentations format

- See APPENDIX #1, #2 and #3 for the format and outline for the submissions for this course.

Late submissions and Request for deferrals

- Late assignments are not accepted and result in an automatic 0%. No exceptions. It is always the student's responsibility to ensure that work is successfully submitted. Technology-related issues are not an acceptable reason for late, incomplete, inaccessible, non-submitted, or non-received work.
- Requests for a deferral for the final exam due to a medical emergency or a family emergency must go directly to Student Services and request a deferral.

Please note that it is not possible to submit extra course work to improve your mark.

Course Schedule:

Lecture Class Date	Topics/Agenda	Readings
Wed July 3 rd	Introduction & Course outline Globalization	Text Ch. 1
Mon July 8 th	Country Differences: Political Economy & cultural environment	Text Ch. 2, 3
Wed July 10 th	International Trade Theories	Text Ch. 5
Mon July 15 th	International trading system	Text Ch. 6
Wed July 17 th	Foreign direct investment	Text Ch. 7
Mon July 22 nd	Regional economic integration Assignment #1 due	Text. Ch. 8
Wed July 24 th	Global Strategy	Text Ch. 11
Mon July 29 th	Global Strategy	Text Ch. 11
Wed July 31 st	Entering Foreign Markets	Text Ch. 12
Mon August 5 th	No class – Civic Holiday	Text Ch. 14
Wed August 7 th	Global marketing and R&D	
Mon August 12 th	Global production, Outsourcing and Logistics	Text Ch. 15
Wed August 14 th	Global human resource management Assignment #2 due	Text Ch. 16

CONTRIBUTION TO LEARNING GOALS OF THE PROGRAM

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
<p>BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i></p>			X	
<p>BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i></p>	X			
<p>BC3 Critical Thinking <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></p>			X	
<p>BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i></p>				X
<p>BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i></p>		X		

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, followership 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

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.

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 or at 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.

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/>
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