Instructor: David Cray  
Office: 920 Dunton Tower  
Office Hours: Wednesday 1:00-3:00  
Email: david.cray@carleton.ca  
Phone Number: 520-2600 x7802

TA: TBA  
Office Hours: TBA  
Email: TBA

Course meets: Monday and Wednesday, 8:35-11:25, Tory 340

Pre-requisites & precluded Courses:

Precludes additional credit for BUSI 1701 and BUSI 2702

Course calendar description

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 and objectives:

In a country such as Canada virtually every person’s life is impacted in many ways by international business and the firms that engage in cross-border trade. Moving beyond a domestic market increases the complexity of doing business as companies encounter differences in economic, political and legal systems as well as variations in taste, style and culture. This course is designed to introduce students to some of the major areas through which international business differs from the domestic version. We will approach these issues in two main segments. First, we will discuss the contexts in which international businesses operate and how these may vary from country to country. Second, we will examine some specific functions within the firm to understand the
adaptations required when a company decides to operate abroad. Getting a firm grasp of these basic concepts will allow the student to interpret the activities of governments, companies and consumers as they deal with our increasingly complex world. The course will also provide a basis for those who wish to pursue more specialized courses in the International Business area.

The main learning objectives are:

1. To understand the motivation and logic of international trade.
2. To understand how operating abroad increases the complexity of doing business and the types of adjustments that are required to meet these new demands.
3. To understand the pervasive role of culture in shaping international business.
4. To understand the political issues that surround international business and the institutions that have evolved to deal with them.
5. To train the student to read critically so as to separate fact from opinion when reading about international business.

Textbook


Course Requirements & Methods of Evaluation:

There are four components of the final mark in the course.

Assignment 1 is an evaluation of a country for potential investment from Canada. Detailed instructions as to the content and format of this paper will be provided on CuLearn. The country analysis paper will be worth 20% of the total mark.

Assignment 2 is an evaluation of a specific company engaged in international business. Detailed instructions as to the content and format of this paper will be provided on CuLearn. The company analysis paper will be worth 20% of the total mark.

There will be a midterm exam on July 25 covering material from the first six lectures. The mid-term exam will be worth 20% of the total mark.

There will be a final exam covering all the material from the course at a date to be determined. The final exam is worth 40% of the total mark.
Course schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>July 4</td>
<td>Introduction to the Course; The Importance of Globalization</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>2</td>
<td>July 6</td>
<td>The Economic, Political and Legal Environment</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>3</td>
<td>July 11</td>
<td>Culture and Its Effects</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>4</td>
<td>July 13</td>
<td>Theories of International Trade</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>5</td>
<td>July 18</td>
<td>International Trade in a Political World</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>6</td>
<td>July 20</td>
<td>Regional Integration</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>7</td>
<td>July 25</td>
<td>Mid-term exam</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>July 27</td>
<td>Foreign Exchange and International Money Flows</td>
<td>Chapters 9 &amp; 10</td>
</tr>
<tr>
<td></td>
<td>September 1</td>
<td>Holiday; no class</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>August 3</td>
<td>Global Strategy</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>10</td>
<td>August 8</td>
<td>Modes of Market Entry</td>
<td>Chapters 12 &amp; 13</td>
</tr>
<tr>
<td>11</td>
<td>August 10</td>
<td>Global Marketing</td>
<td>Chapter 14</td>
</tr>
<tr>
<td>12</td>
<td>August 15</td>
<td>Global Production, Logistics and Human Resource Management</td>
<td>Chapters 15 &amp; 16</td>
</tr>
</tbody>
</table>
FND:

To reduce instances of miscommunication Carleton introduced a grade FND (Failure with No Deferral) to be assigned to students who fail to meet the minimum in-term performance standards explicitly set out in the outline and applied consistently (i.e., there are no other hidden criteria).

**Satisfactory In-term Performance**

1. To pass the course students must achieve a mark of at least 40% on each of the papers and the mid-term exam.
2. To pass the course students must achieve at least 50% on the final exam.
3. Students who fail to meet these requirements will receive a mark of FND.
ADDITIONAL INFORMATION

Course Sharing Websites
Student or professor 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).

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter
grades assigned in this course will have the following percentage equivalents:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>90-100</td>
</tr>
<tr>
<td>B+</td>
<td>77-79</td>
</tr>
<tr>
<td>C+</td>
<td>67-69</td>
</tr>
<tr>
<td>D+</td>
<td>57-59</td>
</tr>
<tr>
<td>A</td>
<td>85-89</td>
</tr>
<tr>
<td>B</td>
<td>73-76</td>
</tr>
<tr>
<td>C</td>
<td>63-66</td>
</tr>
<tr>
<td>D</td>
<td>53-56</td>
</tr>
<tr>
<td>A-</td>
<td>80-84</td>
</tr>
<tr>
<td>B-</td>
<td>70-72</td>
</tr>
<tr>
<td>C-</td>
<td>60-62</td>
</tr>
<tr>
<td>D-</td>
<td>50-52</td>
</tr>
<tr>
<td>F</td>
<td>Below 50</td>
</tr>
<tr>
<td>WDN</td>
<td>Withdrawn from the course</td>
</tr>
<tr>
<td>ABS</td>
<td>Student absent from final exam</td>
</tr>
<tr>
<td>DEF</td>
<td>Deferred (See above)</td>
</tr>
<tr>
<td>FND</td>
<td>(Failed, no Deferred) = Student could not pass the course even with 100% on final exam</td>
</tr>
</tbody>
</table>

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
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. The
deadlines for contacting the Paul Menton Centre regarding accommodations for June
exams is June 3rd 2016, and for August exams is July 24th.

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; a grade of Failure in 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. 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/.

Sprott Student Services
The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you’re having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! http://sprott.carleton.ca/students/undergraduate/support-services/

Be in the know with what’s happening at Sprott: Follow @SprottStudents and find us on Facebook SprottStudents Sprott.

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.
- 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, it would be easier to respond to your inquiries if you would send all email from your Carleton account. If you do not have or have yet to activate this account, you may wish to do so by visiting http://carleton.ca/ccs/students/