



**CARLETON UNIVERSITY**  
**Sprott School of Business**  
**BUSI 2701B**  
*Fundamentals of International Business*  
**Fall 2015**

**Class:** Wednesdays, 6:05pm – 8:55pm, TB 342  
**Instructor:** Daniel Gulanowski  
**Office:** TBD  
**Office Hours:** TBD  
**E-mail:** [daniel.gulanowski@carleton.ca](mailto:daniel.gulanowski@carleton.ca)  
**TA:** TBD

**BUSI 2701 [0.5 credit]**

Fundamentals of International Business

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.

Precludes additional credit for BUSI 1701 and BUSI 2702.

Lectures three hours a week.

**Course Prerequisites:** n/a

**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 Objectives:

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 North American Free Trade Agreement, 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.

**Textbook:** Global Business Today, 4rd Canadian edition; Hill, Charles W. L., & McKaig, Thomas; Canada: McGraw-Hill Ryerson Ltd, 2014. ISBN 9781259024986.

## Grading Scheme:

<b>Individual</b>	Assignment #1	20%
	Assignment #2	20%
	Midterm Exam	20%
	Final Exam	40%
	<b>Total</b>	<b>100%</b>

Your final course grade will be a weighted average of each of the grading scheme components. Please ensure that all submissions include name and student number.

## Assignments

Assignment #1: Each student will upload on CuLearn a country analysis at the beginning of class on the due date indicated in the Course Schedule below. Detailed requirements for the assignment will be posted on CuLearn.

Assignment #2: Each student will upload on CuLearn a company analysis of a firm with international operations at the beginning of class on the due date indicated in the Course Schedule below. Detailed requirements for the assignment will be posted on CuLearn.

**Late assignments and e-mail submissions are not accepted.**

### **Midterm Test and Final Test**

The midterm test will be held during regular class time and will consist of multiple choice questions based on the textbook chapters assigned up to the test date and all lectures and materials covered in the classes. Students who are unable to write the midterm exam due to a certified illness will have the weight of the midterm exam added to their final test. The final test will be held during the formal exam period and will be based on the textbook chapters and all lectures and materials covered in class (with an emphasis on material covered subsequent to the midterm for multiple choice questions).

### **Communication**

Information will be communicated during class on a regular basis. In addition, this information will be posted on CuLearn. This site will be the primary source for course materials including announcements, assignments, supplemental lecture slides, etc. Therefore, please check the course CuLearn site very regularly. In case of class cancellation due to inclement weather or other unforeseen circumstances, an announcement will be posted on CuLearn as soon as possible.

### **Email Policy**

I will aim to answer your emails within 24 hours. For questions that have already been covered in class, please review the course outline and other documents posted on CuLearn, and use the CuLearn course discussion group to find out whether your classmates can assist you. Note that Carleton University requires that you use your Sprott email account.

### **Policy on Mobile Devices**

The use of mobile communications devices such as cellular phones 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. In the case of laptops, please ensure that they are used for class related activity only. Inappropriate use of your wireless/laptop in class will be noted and will affect your grade.

### **FND:**

A grade FND (Failure with No Deferral) will be assigned to students who fail to meet the minimum in-term performance standards explicitly set out in the outline and applied consistently.

### **Satisfactory In-term Performance**

The requirement for Satisfactory In-term Performance is set at 50% of all, not each, pre-final term work (i.e. assignments, participation marks, tests etc.).

Unsatisfactory In-term Performance in this course will lead to:

Failure in this course (regardless of the performance at the Final exam)

FND grade in this course (in case of missed Final exam)

## BUSI 2701B Course Schedule

Lecture	Date	Topics/Agenda	Pre-class Prep
1	Sep 2	Introduction & Course outline	
2	Sep 9	Globalization	<b>Read:</b> Ch. 1
3	Sep 16	Macro environmental country differences <ul style="list-style-type: none"> <li>• Political</li> <li>• Economic</li> <li>• Legal</li> <li>• Culture</li> </ul>	<b>Read:</b> Text Ch. 2 and 3
4	Sep 23	The international trading system	<b>Read:</b> Text Ch. 5 and 6
5	Sep 30	Foreign direct investment	<b>Read:</b> Text Ch. 7
6	Oct 7	Regional economic integration	<b>Read:</b> Text Ch. 8
7	Oct 14	<b>Midterm exam</b>	
8	Oct 21	The strategy of international business <b>Assignment #1 due</b>	<b>Read:</b> Text Ch. 11
	Oct 28	<b>Winter Break – NO classes</b>	
9	Nov 4	Modes of entry	<b>Read:</b> Text Ch. 12 and 13
10	Nov 11	Global marketing and R&D	<b>Read:</b> Text Ch. 14
11	Nov 18	Global production, Outsourcing and Logistics	<b>Read:</b> Text Ch. 15
12	Nov 25	Global human resource management <b>Assignment #2 due</b>	<b>Read:</b> Text Ch. 16
13	Dec 2	TBD	

## 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).

### 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.

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, 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](mailto: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 accommodation for final exams for the December 2015 exam period is November 6, 2015 and for the April 2016 exam period is March 6, 2016.

*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/>

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**IMPORTANT DATES TO REMEMBER**

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**September 2**

Fall classes begin.

**September 4**

Classes follow a Monday schedule.

**September 7**

Statutory holiday. University closed.

**September 18**

Last day of registration for fall term and fall/winter courses.

Last day to change courses or sections (including auditing) for fall/winter and fall term courses.

**September 25-27**

Summer deferred final examinations held.

**September 30**

Last day to withdraw from fall term and fall/winter courses with a full fee adjustment.

**October 9**

December examination schedule available online.

**October 12**

Statutory holiday. University closed.

**October 26-30**

Fall break. Classes are suspended.

**November 6**

Last day to submit Formal Examination Accommodation Forms to the Paul Menton Centre for Students with Disabilities for December examinations.

**December 7**

Last day of fall-term classes.

Last day for academic withdrawal from fall term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall term courses.

**December 8**

No classes or examinations take place.

**December 9 – 21**

Final examinations in fall term courses may be held. Examinations are normally held all seven days of the week.

**December 22, 2015**

All take home examinations are due.

**December 25 to January 3**

University closed