



**Carleton**  
University

**Sprett**  
School of Business

CARLETON UNIVERSITY  
BUSI 2701 / C  
FALL 2024

## FUNDAMENTALS OF INTERNATIONAL BUSINESS

**Instructor** Jinsun Bae, Ph.D.  
**Office** 7035 Nicol  
**Office Hours** By appointment  
**Email** [jinsun.bae@carleton.ca](mailto:jinsun.bae@carleton.ca)  
**TA** To be determined

**Course meets:** Tuesdays, 11:35 am – 2:25 pm  
**Modality:** In person

**Pre-requisites & precluded Courses:** BUSI 1800. Precludes additional credit for BUSI 1701, BUSI 2703.

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### Course Calendar description from the [2024/2025 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 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.

## Reading(s)/Textbook(s)/Required Materials

Global Business Today, 7th Canadian edition; Charles W. L. Hill, Tomas McKaig, Frank Cotae, and Jacqueline Musabende; Canada: McGraw-Hill Ryerson Ltd, 2024.

Note: You can buy this textbook online (print or e-book). We will not use Connect in this course. The link to the textbook publisher is:

<https://www.mheducation.ca/product/global-business-today-9781264853526-can-group#tab-label-product-description-title>

Additional reading material and weblinks will be posted on Brightspace.

## Course Requirements & Methods of Evaluation

<b>Individual</b>	Assignment #1	30%	October 15
<b>Individual</b>	Assignment #2	40%	December 3
<b>Individual</b>	Exam	20%	November 19
<b>In class, in groups</b>	Engagement	10%	Throughout the course; more information in Week 1
	<b>Total</b>	<b>100%</b>	

Your final grade will be a weighted average of each of the grading scheme components. No grades are final until they have been approved by the Dean.

## 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. Detailed requirements for these individual assignments will be posted Brightspace.

Assignments must be uploaded on Brightspace. Hard copies or email submissions are not accepted.

It is the student's responsibility to ensure that (1) your assignment is successfully submitted, (2) includes your name and student number, and (3) opens properly on PC for grading by the instructor and the TA.

## **Late Assignment**

Late assignments are not accepted and result in an automatic 0%. Technology-related issues (e.g., internet failure) are not an acceptable excuse for late, incomplete, inaccessible, non-submitted, or non-received work. But I know you will not let this happen.

## **Exam**

The exam will be online and held during regular class time (not in class) and will be based on the textbook chapters and all lectures and materials covered in class. Students who are unable to write the exam for valid reasons (medical emergency or family emergency only) will have the option to write a makeup exam or have the weight of the exam added to their final assignment.

## **Communications**

Information will be communicated during online class on a regular basis. This site will be the primary source for course materials including announcements, assignments, supplemental lecture slides, etc. Please check the course Brightspace regularly. In case of class cancellation due to unforeseen circumstances, an announcement will be posted on Brightspace as soon as possible.

I will do my best to answer your questions (on Brightspace and via email) within 24 hours. I generally answer emails Monday–Friday, 9 AM–6 PM and rarely outside of this period (e.g. weekday evenings and weekends), unless urgent communication is needed.

## **Email Policy**

This course will use Carleton emails only to communicate. ***Clearly indicate course and section in the subject line to speed up replies.*** I expect professionally written business emails. Inappropriate emails will be returned, unanswered, to the sender.

## **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 registered in the course may take notes and make copies of course materials for their own educational use only. 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 you are not permitted to publish to third party sites, such as social media sites and course materials sites.

**Course Schedule:**

<b>Lecture</b>	<b>Date</b>	<b>Topics/Agenda</b>	<b>Readings</b>
1	Sep 10	Introduction & Course outline Globalization	Text Ch. 1
2	Sep 17	Country Differences in Political Economy & Cultural Environment	Text Ch. 2, 3
3	Sep 24	International Trade Theories	Text Ch. 5
4	Oct 1	Government Policy and International Trade	Text Ch. 6
5	Oct 8	Foreign Direct Investment	Text Ch. 7
6	Oct 15	Regional Economic Integration <b>Assignment #1 due</b>	Text Ch. 8
	Oct 22	<b>Fall Break ☺</b>	
7	Oct 29	The Strategy of International Business	Text Ch. 11
8	Nov 5	Entering Developed and Emerging Markets	Text Ch. 12
9	Nov 12	Global Marketing and R&D	Text Ch. 14
10	Nov 19	<b>Exam (Online)</b>	
11	Nov 26	Global Production, Outsourcing and Logistics	Text Ch. 15
12	Dec 3	Global Human Resource Management <b>Assignment #2 due</b>	Text Ch. 16

**NOTE:** This schedule is tentative and may change during the term. Assignment dates will not change. Any other change will be communicated in class and on Brightspace.

**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>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>		

## 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 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, 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			

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

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances, are outlined on the Academic Accommodations website ([students.carleton.ca/course-outline](http://students.carleton.ca/course-outline)).

### 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)

### **Ojigkwanong Centre:**

Ojigkwanong Centre is a place where Indigenous students can study, socialize, and participate in academic and cultural programming. Located at 228 Paterson Hall, this space features a medicine lodge, kitchenette, lounge, study space, computer lab and

telephone booth. The Centre is open Monday to Friday from 8:30 am to 4:30 pm. To read more about Ojigkwanong, please visit:

<https://carleton.ca/indigenous/cisce/students/ojigkwanong-indigenous-student-centre/>

### **Individual Culturally-Relevant Counselling Services:**

Centre for Indigenous Support and Community engagement has two in-house accredited counsellors to help support Indigenous students. Our students can simply reach out to The Centre, request to meet with a counsellor, and can work through their concerns. Students do not need to worry about payment or insurance, as this service is free of charge to all Indigenous students. To learn more about counselling support, please visit:

<https://carleton.ca/indigenous/students/individual-counselling/>

### **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/>
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