



Carleton
University

Sprett
School of Business

CARLETON UNIVERSITY
INTERNATIONAL BUSINESS
BUSI 2702 /A
FALL 2021
INTRODUCTION TO INTERNATIONAL MANAGEMENT

Instructor: Vivi (Hui) Zhang
Office Hours: By appointment
Email: hui.zhang3@carleton.ca

Course meets: Tuesdays, 11:35 am - 2:25 pm
Modality: In-person
Location: Azrieli Theatre 302

Pre-requisites & precluded Courses: second-year standing in B.I.B. and BUSI 1701.
Precludes additional credit for BUSI 2101, BUSI 2121, BUSI 3602.

Course Calendar description from the [2021/2022 University calendar](#):

Applies principles of organizational behavior and organizational theory to the operations of international businesses. Includes discussion of appropriate strategies and structures. Introduces concepts of cross-cultural communication.

Course Description:

In an increasingly competitive global business environment, managers must be prepared to work effectively with people and organizations from various cultural backgrounds. This course is directed toward developing an understanding of the opportunities and challenges presented by the global environment as well as the managerial skills required to succeed.

Learning Outcomes:

1. Apply principles of organizational behavior and organizational theory to the operations of international business;



2. Articulate managerial and strategic perspectives that are supportive of corporate goals and compatible with local conditions and culture;
3. Understand the dynamic role of culture in business practices when evaluating business alternatives in international settings;
4. Demonstrate an understanding of the effects of culture on motivation, communication and group and individual behavior;
5. Understand how cultural differences might affect them personally if they engage in an international assignment or work in a multicultural environment.

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

Steers, Richard M., and Joyce S. Osland. (2019). *Management across Cultures: Challenges, Strategies, and Skills*. 4th ed. Cambridge: Cambridge University Press. ISBN: 9781108717595.

NOTE: The required textbook will be available at Carleton Bookstore. Additional course-related materials will be posted on Brightspace.

Course Requirements & Methods of Evaluation (including due dates):

Assessment	% of grade	Due date
Individual contribution	10	
Mid-term exam	25	Nov 9
Group project presentation	15	Nov 23
Group project paper	25	Dec 7
Individual take-home case	25	Dec 23
Total	100	

*Your final grade will be a weighted grade of all the above assessment items. Final grades are subject to Dean's approval.

Individual contribution

Class attendance, preparation and participation are important parts of the grade. Students are expected to read the course materials, attend all classes on time, and actively participate in course-related activities.

Mid-term exam

The midterm exam will be held during regular class time and will be based on the textbook chapters, lectures, and other materials covered before the exam. Students unable to write the mid-term exam for valid reasons only (i.e., family emergency, medical emergency) must notify the instructor in writing before the exam, if possible, to request accommodation (i.e., writing a make-up exam). Accommodation may be granted when supported by a medical certificate and/or appropriate document/s to support the reason for the deferral.

Group project presentation and paper

The group project is meant to help students apply theoretical concepts learned in the course. Students will form groups and work with their teams throughout the course to deliver an oral presentation and a written report at the end of the course. Please see the group project guidelines posted on Brightspace for more information.

Individual take-home case

A comprehensive case will be distributed to students on the day of the last class. Students must work individually and provide their answers to the case questions in a well-written document by the deadline. More details about the case write-up will be posted on Brightspace.

Late assignment policy

Students are given sufficient time to complete assignments (i.e., group project oral presentation and paper, individual take-home case) for this course. Thus, **late assignments are not accepted and will result in an automatic 0% for the grade item.**

Communication policy

Information related to the course will be communicated in class and posted on Brightspace where students can access course materials, including course outline, assignment guidelines, slides, and announcement, etc. While the instructor will try to answer emails within 24 hours during weekdays, students are strongly recommended to review the course outline and assignment guidelines posted on Brightspace to look for answers. When drafting emails, students are required to **use Carleton email account** and clearly indicate course number in the subject line (i.e., **BUSI 2702 + key words of the inquiry**) to speed up replies. Professionally written business emails are expected. Inappropriate emails may be returned or unanswered.

Tentative Course Schedule¹:

Week	Topic	Date	Required readings (textbook)	Assignment Due
1	Course Outline & Introduction to International Management	Sep 14	Chapter 1	
2	Cultural Environments	Sep 21	Chapter 2 and Appendix	
3	Organizational Environments	Sep 28	Chapter 3	
4	Managerial Environments	Oct 5	Chapter 4	
5	Cross-cultural Communication	Oct 12	Chapter 5	
6	Global Leadership and Global Teams	Oct 19	Chapter 6 & 9	
	NO CLASS – Fall break	Oct 26		
7	Global Partnerships and Negotiations	Nov 2	Chapter 8	
8	Mid-term Exam	Nov 9		
9	Global Assignments	Nov 16	Chapter 10	
10	Group Presentations	Nov 23		Group project presentation due
11	Group Presentations	Nov 30		
12	Class Conclusion	Dec 7		Group project paper due
		Dec 23		Individual take-home case due

¹ This course schedule may change. Changes will be communicated in class and posted on Brightspace.

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

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

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy 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

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 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, 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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