



Carleton
UNIVERSITY

SPROTT
SCHOOL OF BUSINESS

**IBUS 5701P Professional Program
International Business
Winter 2020**

Instructor: William Clements

Office: CB 3101

Class: IBUS 5701-P 8:35 am-5:25 pm CB 3101

Email: William.clements@carleton.ca

Office Hours: By appointment

Course calendar description from 2019/2020 graduate calendar:

Managerial and strategic implications of differing international environments for a variety of business functions including structure and control, managing human resources, marketing, finance and logistics. Complexities of working across political and cultural boundaries. Includes: Experiential Learning Activity

Course Objectives

This course has three distinct objectives each of a different type:

The first objective is the mastery of a certain amount of material bearing on the context and functions of international business. In the course we will examine the economic, political and legal structures at the national and supranational levels and the effects these have on strategy and implementation. The objective is not simply the acquisition of particular facts, but includes developing facility in recognizing trends in the global economy and their implications for international firms.

The second objective involves understanding the effects that cultural differences may have on the external perception and internal workings of firms that operate across national boundaries. Culture affects nearly all the operations within any organization so that an international firm must recognize competing attitudes and practices finding a way to acknowledge these differences while melding employees with disparate backgrounds into an smooth-functioning whole. Again, we will emphasize the flexible application of these principles along with understanding the basic frameworks of cultural analysis.

The third course objective concerns the development of the student's critical skills. On a topic as complicated as international business contrasting, even contradictory, points of view are the rule. The student needs to learn how to evaluate conflicting claims, to weigh evidence and to synthesize material from different perspectives. This goes beyond simply comprehending the claims that an author makes. It involves understanding the theoretical basis on which the author constructs his/her argument and the influence this may have on what is presented. Mastering all three of the course objectives will not only provide the student with a basic understanding of the important issues surrounding international business, it will also provide skills that may be applied in other, related areas.

Conduct of the Course

The class will meet for an extensive weekend. The content and reading assignments of each course session are listed below. The course will focus on a combination of lectures, case study analysis, and class discussions. The aim is to discover some of the basic forces affecting firms operating in an international milieu and to analyse and understand these through their application to specific companies.

Required Textbook:

Global Business Today, 5th Canadian edition; Hill, Charles W. L., & Hult, G. Thomas, & McKaig, Thomas; Canada: McGraw-Hill Ryerson Ltd, 2018.

ISBN-13: 978-1-25-927125-0. ISBN-10: 1-25-927125-0

This required textbook has been reserved at the Carleton bookstore. The 4th edition may also be available, including used texts. You can also buy it online on [Amazon.ca](https://www.amazon.ca) (print or e-book) or buy a used text (careful to buy the 5th or 4th edition though).

Please do make sure to buy the right edition, and before our first day of seminars.

Required readings and cases:

Readings will be made available through the library e-reserve system and cuLearn. Cases are available through Harvard Business Publishing (see link on cuLearn).

Course Schedule

Session 1: Friday, 28 February 2020, 8:35 am - 12:25 am

Globalization & country differences

Readings: Textbook chapters 1, 2 and 6, pp 198-215

Session 2: Friday, 28 February 2020, 1:35 pm - 5:55pm

Global strategy, entering foreign markets, global marketing

Readings: Chapters 11, 12, 14

Gillette case study

Session 3: Saturday, 29 February 2020, 8:35 am – 12:25 am

Cultural Environment

Readings: Chapter 3
IKEA in Saudi Arabia case study

Session 4: Saturday, 29 February 2020, 1:35 pm – 5:55 pm

Global Human Resource Management

Readings: Chapter 16

Quiz

Group presentations

To pass this course you must actively participate in all sessions listed above. **Missing more than 2 hours of the course will mean an automatic failing of the course.** Missing less than 2 hours will negatively impact your grade.

Assignments and Assessment

Delivering a compressed course provides challenges for the instructor and students due to the volume of material to be presented and the limited time available. For this reason the course is structured to include discussion and application along with the lectures. Small teams of students will choose a product or service of a Canadian company that they wish to market outside Canada, in a country where the company does not already have a presence. Care must be taken to not reuse companies that have already been studied in IBUS 5701 by previous cohorts (A list will be posted on cuLearn). At the different stages of the course teams will incorporate factors described in the lectures into their international expansion plan. Teams will present their project and students will then produce an individual report. Further instructions will be posted on the course cuLearn site.

- Group project presentation

The group project presentation will consist of a presentation by the teams of their project and associated international strategy, during session 4. Each team of 5 students will be given maximum 15 minutes (plus a short period for questions and answers) to describe the international expansion they propose, note any problems they expect to face and propose solutions for dealing with these issues. The presentations will be assessed for their practicality, their exposition of the relevant issues and their use of ideas and concepts from the course, as well as the quality of the presentation. Further instructions will be posted on the course cuLearn.

- Quiz

There will be a quiz during session 4, closed books, covering concepts covered during the course. Further instructions will be posted on the course cuLearn.

- Individual report

As mentioned above the ideas around the international project will be developed within the team, but the paper must be authored individually, that is, at the end of the course, each student will write his/her report on the venture selected by the team (therefore same Canadian company, same country to expand into and same mode of entry), covering all concepts covered in class. The final paper will be maximum 20 pages long, excluding references and appendices (12 point font size, single-spaced, normal 2.54 cm margins).

This paper is due (uploaded in our CuLearn) on Sunday, 15 March 2020, before midnight (Ottawa time). Late submissions will be fined 10% of potential marks per day overdue. Example: before deadline – possible mark 100%. One day late – possible mark 90%. Then if a student scores 80% but is one day late: $80\% \times 90\% = 72\%$ for **Individual report**.

Further instructions will be posted on the course cuLearn site.

Preparation and participation

Class attendance, preparation and participation are an important part of this course. This includes arriving on time for all classes, having read all assigned materials, and being fully prepared to participate in class activities and discussions.

Wireless devices and laptops:

The use of laptop and tables devices is only allowed for activities related to class. **There is no use of cellphones during class, please.**

Evaluation

Group project presentation	30%
Quiz	25%
Individual report	35%
Participation	<u>10%</u>
TOTAL:	100%

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: <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: <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 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 is 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: <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

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 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. 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/>

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/>