

# COURSE OUTLINE



<b>COURSE NAME:</b> International Business	<b>COURSE NO:</b> IBUS 321
<b>TERM:</b> Fall 2012	<b>COURSE CREDITS:</b> 3
<b>INSTRUCTOR:</b> <b>E-mail:</b> <b>Phone:</b> <b>Office:</b>	<b>INSTRUCTIONAL HOURS PER WEEK:</b> 4

## **COURSE PREREQUISITES:**

45 credits of 100 level or higher coursework, including CMNS 220, CMNS 152 or ENGL 190 as a prerequisite or co-requisite.

## **REQUIRED TEXT and OTHER RESOURCES:**

Hill, Charles W.L. and Thomas McKaig. Global Business Today. 2<sup>nd</sup> Cdn. Edition. McGraw-Hill Ryerson. 2008.

**Recommended Readings:** *The Globe and Mail, The National Post, Canadian Business/BC Magazines, The Economist, Far Eastern Economic Review.*  
Other selected readings will be supplied by the instructor.

Course notes on-line:

## **COURSE FORMAT:**

Two one & one half hour lectures per week for 15 weeks plus fourth hour activities. For each hour in class, it is expected students will spend a minimum of 2-3 hours outside class to complete readings, assignments and the research report.

## **COURSE OUTCOMES:**

### **GENERAL OUTCOMES:**

Every manager in Canada is influenced by events occurring throughout the world. It is, therefore, important to develop managers with an awareness of the opportunities and problems presented to Canadians by the world of international business.

### **INSTRUCTIONAL OUTCOMES:**

The course will be a blend of lectures, readings and discussions of current events affecting business. Students will learn the terminology of international business and the process that managers go through to internationalize their businesses.

## **SPECIFIC STUDENT OUTCOMES:**

Upon successful completion of this course, students will be able to demonstrate competence in the following abilities and skills:

<b>ABILITIES</b>			<b>LEVELS*</b>
COMMUNICATIONS	C1	Read, analyze and understand quality newspapers and news reporting.	1-4
	C2	Articulate the importance of international business in the world economy and Canada's place in it.	2-4
	C3	Name the most influential international organizations and explain their roles in facilitating international business.	3-5
ANALYSIS AND DECISION-MAKING	A1	Describe and analyze the impact of various trade restrictions including why they are imposed by countries on their trading partners.	2-5
	A2	Analyze the levels of economic integration and explain how, where and why trade blocks differ; i.e. EU, APEC, MERCOSUR, NAFTA.	2-5
	A3	Analyze cultural, political and economic risk through environmental scans of news articles.	2-5
SOCIAL INTERACTION	S1	Discuss and analyze the influences of the international financial and monetary systems on currencies, particularly on the Canadian Dollar.	2-4
	S2	Argue and debate current international business events in small groups.	2-5
	S3	Engage and network with guest speakers.	3-5
Citizenship, Sustainability and Global Perspective	G1	Debate the pro's and con's of globalization.	3-5
	G2	Discuss cross-cultural issues.	3-5
	G3	Develop an understanding of the value and complexities of doing business internationally.	3-5

\*See School of Business – Our Commitment to Assessment and Constructive Feedback for description of the six “Levels” of Comprehension.

## **EVALUATION PROFILE:**

Assessment	% of Final Grade	Individual/ Group	CAPabilities Assessed			
			Communications	Analysis & Decision Making	Social Interaction	Citizenship & Global Perspectives
Midterm Exam	25%	I	X	X		X
Final Exam	25%	I	X	X		X
Environmental Scans	15%	I	X	X	X	X
Research Report	25%	I	X	X		X
Cases/Assignments	10%	I	X	X	X	X
<b>Total</b>	100%					

## Description of Components:

### 1. Environmental Scans (15%)

Students will study and then explain current international business events to other members of the class.

The class will be divided into groups. Each week two members of each group will prepare a topic to be delivered by him/her to the group. The presenting student must provide all participants with a hard copy summary of the event and explain why it is important to business today. Students are encouraged to question and challenge the presenter. Each student will present twice during the term.

Maximum time allowed: 10 minutes for each presentation.

### 2. Research Report (25%)

Students are to choose a current international event and analyze what effect that event will have on Canadian business. For example, the U.S. subsidization of its agricultural industry and how it affects Canadian wheat farmers or the WTO position on software intellectual property rights and how rulings will position the Canadian software industry. Choose a topic that interests you and discuss it with me to be sure it will be appropriate. *Be sure to read the full assignment!*

It is recommended that you begin research for a topic immediately as this always takes more time than expected. Topics must be posted **on Moodle** by the 4<sup>th</sup> week of classes - two or three typewritten sentences will suffice. It is preferable to choose a topic that is not being covered by other students.

The intention of this paper is to have you research and understand an international event, explain the event clearly and concisely, then give an analysis of its future effect. You must back up all conclusions with logic and reason.

### 3. Exams (50%)

The mid-term and final exams are each worth 25%

### 4. Cases, Assignments (10%)

Two small research assignments will be required.

## **COURSE CONTENT/SCHEDULE:**

<b>Week</b>	<b>Topic</b>	<b>Reading</b>
1	Globalization	Ch. 1
2	Trade in a Canadian Context International Trade Theory	Ch. 5
3	Barriers to Trade <b>International Organizations Assignment (5%)</b>	Ch. 6
4	Entry Modes Foreign Direct Investment	Ch. 12 P. 224-238 P 244-252
5/6	The Foreign Exchange Market/Review	Ch. 9
7	Regional Economic Integration	P. 260-268 (skim balance Ch. 8)
8	Monetary Environment/Review <b>Midterm</b>	Ch. 10
9	Cultural Environment	Ch. 3
10	Political/Legal/Labour Environment	Ch. 2
11	Emerging Markets <b>Research Report due (25%)</b>	
12	Exporting, Importing and counter trade	Ch. 13
13	Review	
14/15	Final Exam (25%)	

**Note:** *The timing of subjects may be adjusted, as required, at the Instructor's discretion.*

## **UNIVERSITY POLICIES & EMERGENCY PROCEDURES**

Capilano University has policies on Academic Appeals (including appeal of final grades), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Emergency procedures are posted in every classroom.

In addition to the policies of the university, the School of Business has the following policies governing the management of our classes and curriculum.

## **SCHOOL OF BUSINESS POLICIES**

### **Examination and Pivotal Presentation Exemption Policy**

All students are required to appear and write their scheduled Mid-Term and Final examinations, and to produce, by the assigned date, all pivotal presentations, individual and/or group, unless they meet one of the following criteria:

#### **“Medical Exemption” will be considered, if:**

Within the ten calendar days prior to a mid-term or final examination, or within ten days of a pivotal presentation, **a student falls ill or is injured.**

**“Falling ill”** is defined as being formally advised by a physician of the need to isolate oneself for the purpose of preventing communication of disease or infection to others; being advised by

a physician of compromised immunity that requires isolating oneself from contact with others to prevent communication of disease or infection to themselves, or; being in a physical state of health which so compromises a student's ability to function, physically or cognitively, during the ten days prior to the examination or presentation date.

**"Injury"**, for the purpose of Exemption, is defined as sudden, unanticipated physical harm that renders the applicant physically incapable of attending campus or, in such physical distress that the student is specifically advised by their physician to abstain from appearing at their examination or presentation. Students who are prescribed medication(s) to treat their injury and who believe that the medication(s) may be impairing their ability to successfully prepare for or write their examination or presentation may provide written evidence of their concerns as verified by their physician.

**"Catastrophic Personal Loss Exemption" will be considered, if:**

Events occur in the student's life that are of such scope as to sufficiently distract a student from the examination or presentation preparation period, or from appearing at or adequately focusing on, the scheduled examination or presentation itself. This could include; loss of housing due to eviction, flood or fire; or death of an *immediate* family member\*. (Defined as a sibling, parent or grandparent, child, partner or spouse, parent or step-parent, aunt, uncle, niece, or nephew and first cousins.) Immediate family member *does not include* general acquaintances.

Circumstances that may qualify as a personal loss could also include an immediate family member being diagnosed with a significantly life-altering or life-threatening illness or injury.

In *all* of the above scenarios, a physician's letter or other specifically requested documentation must be provided to satisfy the Instructor as to the validity of the claim, and must be provided within ten calendar days prior to the date of the exam or presentation. If an instructor agrees with the request for Exemption, the request for *must* be presented by the instructor to their Unit Convenor for consideration and his/her approval. No request for Exemption will be considered approved by virtue of submission, and will remain as merely "under consideration" until approved or rejected by the Unit Convenor. A student applying for an exemption for a specific section which is instructed by the Unit Convenor will have their application reviewed by the Vice-Chair or Chair of the School of Business.

Any student who applies for and receives an Exemption will be assigned a Future Examination or Presentation Date: this date is non-negotiable. Failure to appear on/at the single date and time assigned by the instructor will result in an automatic "0" grade for that exam or assignment. This "0" grade may not be appealed or contested, and will not be changed.

**Attendance:** Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.

**Cheating and Plagiarism:**

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own.

Plagiarism is both dishonest and a rejection of the principles of scholarship.

Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University Calendar.

**Penalties for Cheating and Plagiarism:**

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of

cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University Calendar). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

**Incomplete Grades:**

Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

**Professional Behaviour:**

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the Business School. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

**Copyright Policy:**

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University Calendar.

**PROGRAM POLICIES – Capilano School of Business**

In addition to the Capilano University and Faculty of Business policies, the Capilano School of Business has the following policies governing the management of our classes and curriculum.

**Missed Exams and Quizzes:**

Missed exams or quizzes will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, may be required.

**English Usage:**

All assignments are marked for correct English usage, proofreading and formatting.

## **COURSE LEVEL POLICIES**

In addition to Capilano University, Faculty of Business, and the Capilano School of Business policies, the following policies govern the management of this class and its curriculum.

### **Grading Profile:**

A+	90-100%	B	73-76	C-	60-62
A	85-89	B-	70-72	D	50-59
A-	80-84	C+	67-69	F	Below 50%
B+	77-79	C	63-66		

**Assignments:** Homework assignments are due at the ***start of class*** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

**Programmable Tools:** Please note the use of programmable items such as calculators, dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.

***Additional clarification/expansion of departmental or faculty level policies is at the discretion of the instructor.***