



# Business Administration

Course Number:	<b>BUAD 330</b>
Course Title:	<b>INTERNATIONAL BUSINESS</b>
Credits:	3
Calendar Description:	This course examines business operations in an international context and includes cultural, economic, financial, legal and political environments. <i>(also offered by Distance Education)</i>
Semester and Year:	<b>Fall 2015</b>
Prerequisite(s):	BUAD 116, 123, 195, and minimum third year standing
Corequisite(s):	No
Prerequisite to:	BUAD 401
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Elective – BBA
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	August 2012
EDCO Approval:	August 2013
Chair's Approval:	Signature

**Professor**

Name	Phone	Office	Email
David Cram	762-5445 #4339 Off campus: 250-861-8965	Kelowna/Vernon: C138	<a href="mailto:dcram@okanagan.bc.ca">dcram@okanagan.bc.ca</a>

**Learning Outcomes**

Upon completion of this course student will be able to

- explain why companies engage in international business.
- describe the impact of technology on globalization.
- describe international business and how it differs from domestic business.
- demonstrate an understanding of the international business environment, including economic, political, legal, cultural and financial environments.
- identify factors to consider in deciding whether to enter certain international markets.
- identify various cultural differences and behavioral factors between countries.
- understand the influence of the Canadian Government in both promoting and restricting trade, including import and export quotas, trade missions and consular assistance.
- illustrate how partnerships and alliances can gain entry into new areas.
- explain how the current exchange rate impacts the success of a company in another country and how to manage foreign exchange risk.
- assess different strategies for a company to enter a new country.
- apply the principles of business ethics and corporate responsibility in an international context.
- communicate information related to international business accurately and credibly in oral, and written form.

**Course Objectives**

This course will cover the following content:

- Discuss how globalization is impacting all business
- Explain the differences between countries in terms of politics, economy and culture
- Discuss the implications of these national differences for ethical decision making
- Recognize and discuss how theory and politics interact in cross-border trade and investment
- Outline the global money system and discuss how it impacts international business
- Discuss how businesses adapt their strategies to compete beyond their borders

**Evaluation Procedure**

Course Participation & Assignments	20%
Research Paper	25%
Mid-term Exam	25%
Final Exam	30%
Total	100%

**Notes**

<p><b>Course Participation &amp; Miscellaneous Assignments (20%)</b>                  You will receive a grade based on your participation in various in-class assigned case assignments, discussions, exercises, and quizzes. Penalty for late assignments will be 10% per calendar day.</p>
<p><b>Research Paper (25%)</b>                  Your research paper is an individual effort. Choose a topic that you would like to research in depth and that focuses on a particular aspect of Global Business. You might want to look at some of the topics from the text to get some ideas. This could be an international business, i.e.: energy, automotive; or a topical issue such as corruption or ethics in international businesses or economic theory relating foreign exchange policy, the IMF or compensation practices for multinational companies. These are but a few possible topics. Please, no papers on sweat shops.                  You will be required to submit a brief proposal to your professor before you proceed on or before Wednesday October 7. The proposal presented on one page should include:                  - A brief description of your topic and <b>the research question you will attempt to answer</b>                  - Why this topic is of interest to you and how it may use or help you with your other course work                  - A brief outline of research sources you will use.                  The paper must be in the format of an academic report, including proper formatting, footnotes, references, etc. The body should be at least 10 pages, double-spaced. All papers must be carefully prepared and proofed. Extensive outside sources must be cited in the paper where necessary and a complete bibliography must be included. You must use APA format for citations, bibliography, etc. The Okanagan College Library has a handout with details about APA format. Your term papers must be <b>submitted in both digital form</b> (.doc or PDF) on Moodle. <b>and a hardcopy</b> in class. Please ensure that appropriate credit is given for your source materials. Your professor will provide an Evaluation Sheet handout that will be used as a guide in grading your paper. Electronic papers will be submitted to Turn-it-in, a sophisticated software program that will detect plagiarism from published sources and the internet. Term papers must be submitted in digital form (.doc or PDF) on Moodle on or before midnight Nov.25.</p>
<p><b>Mid-Term Exam (25%)</b>                  This exam will cover chapters 1 – 7 and will be 1.33 hours in duration. The format will be multiple choice and short answer questions. Note that questions will be from the text as well as videos, cases and classroom discussions.</p>
<p><b>The Final Exam (30%)</b>                  This exam will cover chapters 8 – 16 in multiple choice format and essay questions will cover major topics or concepts throughout the text as well as from videos, cases and classroom discussions.</p>

**Required Texts/Resources**

<p>Global Business Today, Hill, C., McKaig, T., 4<sup>th</sup>.. Canadian ed., McGraw-Hill Ryerson, 2015.                  Refer to your moodle site regarding this course and associated resources</p>
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## Course Schedule

Date		Topic	Textbook
Week of:			
Sept	9	Course Introduction - The World is Flat 3.0 <a href="http://video.mit.edu/watch/the-world-is-flat-30-9321/">http://video.mit.edu/watch/the-world-is-flat-30-9321/</a>	Streaming Video Ch. 1
	14	Globalization & Country Differences in Political Economy	Ch 2
	21	The Cultural Environment <b>Ease of doing business assignment – Due Tues or Wed</b>	Ch 3
	28	Ethics in International Business International Trade Theories	Ch 4, 5
Oct	5	Political Economy of International Trade <b>Term Paper Proposal – Due Tuesday or Wednesday</b>	Ch 6
	12	Foreign Direct Investment <i>-no classes Monday</i>	Ch 7
	19	Mid-term Exam	Review
	26	Regional Economic Integration	Ch 8
Nov	2	Foreign Exchange Market The Global Monetary System <b>Global Currency Assignment Due Tues or Wed..</b>	Ch 9, 10
	9	Global Strategy <i>-no class Wednesday</i>	Ch 11
	16	Entering Foreign Markets	Ch 12
	23	Exporting, Importing and Counter-Trade Global Marketing and R&D	Ch , 13, 14
	30	Global Production, Outsourcing and Logistics <b>Term Paper Due</b> Term Paper Showcase Part 1	Ch 15
Dec	7	Global HR Management Term Paper Showcase Part 2 Review	Ch. 16 Review
	12 - 22	Final Exam Period	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.