Business Administration

Course Number:	**BUAD 401**
Course Title:	**INTERNATIONAL TRADE MANAGEMENT**
Credits:	3
Calendar Description:	This course introduces students to the process of globalization and its implications for business firms and managers involved in international trade. It will analyze the factors involved in operating a business internationally, international competitiveness, international marketing, and logistical issues. The attendant financial, political, economic and operating risks will also be examined. Strategies that a business can use to compete in such an environment will be developed.
Semester and Year:	**Winter 2020**
Prerequisite(s):	BUAD 330
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA - Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	
EDCO Approval:	
Chair's Approval:	

Professors

Name	Phone number	Office	Email
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Learning Outcomes

Upon completion of this course students will be able to

- investigate the factors driving international trade and investment, and describe their impact on successfully operating a business.
- describe the influence governments and global organizations have in shaping business and encouraging innovation.
- explain the political, economic, technological, financial and social implications when a business decides to export, outsource or offshore.
- explain how the emergence of a global economy has changed the way in which multi-national corporations (MNCs) are managed and how smaller companies can operate successfully in a global business environment.
- describe the process and offer solutions to the inherent risks associated when a Canadian business decides to export goods or services.
- develop a plan of how to build an export business.

Course Objectives

This course will cover the following content:

- Globalization of markets and products
- Competitive advantage of nations
- The role of government in international business operations
- The relationship of sustainability and global competitiveness
- Economic and financial environments in a global market
- The changing role of trade unions in global industries
- The political and legal environments in a global market
- Trade agreements and trading blocs
- Global marketing strategies
- Evaluation of market attractiveness and risks
- Technology and the changing trends in global businesses
- Export/import management in Canadian SME businesses

Evaluation Procedure

Individual Component	
Term Tests*	20%
Final Exam*	30%
In-class Participation	10%
Group Component	
Group Project / Presentation 1	10%
Group Project / Presentation 2	10%
Group Project / Presentation 3 & Report	20%
Total	100%

* Students must earn half of all available exam marks to achieve a passing grade in the course.

Notes

In-class Participation

In class participation will be based on active and meaningful class discussions, readiness to answer questions on readings and case studies, and on regular attendance. Use of electronic devices (laptops, phones) is only allowed for activities directly related to the material discussed in class or it will negatively affect the grade for in-class participation.

Class, Assignment and Exam Policy

Additional reference material will be distributed in class, can be accessed via the Library or the Internet.

The schedule may be altered, depending on the progression of the class and the needs and interests of the students.

Attendance at exams is mandatory. Inability to attend must be supported by legitimate reasons with supportive documentation.

Tests and exams will not be multiple choice. Answers will require written definitions, short answers and case analysis.

Required Texts/Resources

Extract from 'Global Marketing Management, Kotabe & Masaaki', 8th Ed. (2019) Wiley; available as e-text for purchase in the bookstore.

Course Schedule

Date		Topic	Textbook
Date (Wednesdays)		Room: E207 (6:30pm – 9.20pm)	
Jan	8	Introduction to the course Competitive advantage of nations The role of government and MNC in trade	
	15	Term Test 1 America and Canada today & tomorrow (the trade conflict) Export Development Canada (EDC) Porter's Diamond (Cluster) Framework	GCR 2019
	22	Economic and financial environments in a global market Globalization and the Okanagan Tree Fruit and Wine Industry Guest Speaker (UN trade expert talks about trading standards) (Instructions for Group project 1: CPTPP & CETA)	Ch. 2 & 3
	29	Term Test 2 Library guide for international trade information The political and legal environments in a global market	Ch. 5
Feb	5	Presentations (Group Project 1) Trade agreements and trading blocs (Instructions for Group project 2: Current news)	
	12	Term Test 3 Global marketing strategies (part 1) China's role in the global economy	Ch. 8 & 9
	19	Reading Break – no class	
	26	CAGE Distance Framework Global market entry strategy	
Mar	4	Presentations (Group project 2) Interpreting current news about trade & competing in industry clusters (Instructions for Group project 3: Design your own export business)	
	11	Technology and the changing trends in global business Ecommerce platforms for global trade Guest speaker (Export account manager at BCTF talks about exporting cherries to China)	Ch. 19
	18	Global marketing strategies (part 2) Export/Import management in Canadian businesses Value Proposition Design	Ch. 8 & 16
	25	Franchising & Exporting Developing our own export ideas	
Apr	1	Presentations (Group project 3): Exporting BC goods or services to new markets (strategies, processes & risk management)	
	8	Reports are due (Group project 3) Revision	
Apr	14 - 24	Final exam (as per Final Exam Schedule)	

SKILLS ACROSS THE BUSINESS CURRICULUM

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

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. 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, 7^{h} edition (2019). 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.