




# 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 2023</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:	N/A
Originally Developed:	August 2012
EDCO Approval:	August 2013
Chair's Approval:	

**Professor**

Name	Phone	Office	Email
Svan Lembke <i>Course Captain</i>	250-575-1137	B209	slembke@okanagan.bc.ca

**Learning Outcomes**

Upon completion of this course student will be able to

- explain why companies engage in international business and how this differs from domestic business.
- describe the impact of technology on globalization.
- 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, including the use of partnerships and alliances.
- describe the influence of the Canadian Government in both promoting and restricting trade, including import and export quotas, trade missions and consular assistance.
- 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, also consider ethical implications.
- research for and communicate information related to international business accurately and credibly in oral, and written form.

**Evaluation Procedure**

Attendance & Participation	10%
Map test	10%
Small Group Assignment	10%
Research Proposal	5%
Research Presentation	20%
Research Paper	20%
Mid-term Exam	10%
Final Exam	15%
<b>Total</b>	<b>100%</b>

## Notes

<p><b>Attendance &amp; Participation (10%)</b></p> <p>This is an interactive and applied course that requires students to learn together. This can only be achieved by attending and engaging in research and dialogue. Attendance and contribution to class is being recognized by this portion of the course grade. Attendance alone but not engaging in class activities and conversation will only achieve a pass level on this grade item.</p>
<p><b>Small Group Assignment (10%)</b></p> <p>This group assignment requires groups of two students to produce a copy of their research findings generated through ChatGPT, internet searches and use of library resources. The group is then expected to complete five worksheets for the assignment question and defend their conclusion(s) from each of the worksheets during a class discussion. Students who are not in the classroom on the due date and not prepared to talk about their research and worksheets can only achieve 50% of the assignment grade.</p>
<p><b>Map test (10%)</b></p> <p>There is a 10 minute map-test at the beginning of one class (see schedule). Being late for this test, reduces the time available to complete it and increases the chances of failing it.</p>
<p><b>Individual Research Proposal (5%)</b></p> <p>The research project is an individual effort on a global business topic chosen by the student. It will be industry specific and contribute to class discussion during one of the seven industry specific weeks. Students will start working on their research question during class and subsequently submit a one-page proposal, including key sources of information and a plan for the analysis process. The proposal needs to be approved by the instructor before proceeding.</p>
<p><b>Individual Research Presentation (20%)</b></p> <p>Students are expected to present their research and answer(s) to their research problem to the class during the agreed week. The presentation should take 10-15 minutes and be supported with visually pleasing and informative slides. The presentation will be followed by 5 minutes of questions.</p>
<p><b>Individual Research Paper (20%)</b></p> <p>The research paper is due at the end of the course. The paper needs to address the feedback received at the presentation. The document must be in the format of an academic report, including proper formatting, footnotes, and references. The body of the report has to be at least 10 pages in length. All pages must be carefully prepared and proofed. Extensive outside sources must be cited in the paper where necessary. AI tools are permitted to facilitate the research process but are not permitted for writing any part of the submitted paper. When AI findings require a citation or reference, the student has to find and provide the original source.</p>
<p><b>Mid-Term Exam (10%)</b></p> <p>This exam covers information from week 1-5 and assigned homework. This exam is 1.5 hours in duration. The format is short answer questions.</p>
<p><b>The Final Exam (15%)</b></p> <p>This exam is about the seven industries that were explored in class and assigned homework from week 6-13. The exam is 2 hours in duration. The format is the same as the mid-term exam.</p>

**Required Texts/Resources** (available online, free of charge through our library)

<p>NADER H. ASGARY. <b>Global Business: An Economic, Social, and Environmental Perspective Third Edition</b>. Charlotte: Information Age Publishing, 2021. v. 3rd edition (ref GB)  MARINOVA, S. T.; MARINOV, M. <b>Covid-19 and international business : change of era</b>. 1st Edition. [s. l.]: Routledge, Taylor &amp; Francis Group, 2021. (ref COVID19 in schedule below)</p>
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Course Schedule

Date		Topic	Textbook
<b>2023</b> Week of:		Wednesday September 6, First day of class Friday September 15, Last day to register for Fall 2023 Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no classes) Friday October 27, Last day to withdraw from class without academic penalty Thursday December 7, Last day of class	
		Sept. 6 Course Introduction Instructions for all graded evaluations	
		13 Market entry strategies & Trade theories	GB Chpt 2, 3, 9 & 10
		20 Global supply chains	COVID19 Chpt 15,16 & video
		27 Trade agreements & Global institutions	GB Chpt 5 & video Map test (in class)
Oct 4 International business research (Decide on a research question & presentation date)	COVID19 Chpt 4 & 8		
11 Mid-term exam Discussion of Small Group Assignment	Small Group Assignment due		
18 Spotlight: <b>Agriculture</b> (guest speaker)	Research Proposal due		
25 Spotlight: <b>Pharmaceuticals</b>	Selected readings/video		
Nov 1 Spotlight: <b>Global Finance</b>	GB Chpt 4		
8 Spotlight: <b>High tech manufacturing</b>	Selected readings/video		
15 Spotlight: <b>Energy &amp; Sustainability</b>	GB Chpt 12 & 14		
22 Spotlight: <b>Automotive &amp; Green Revolution</b>	Selected readings/video		
29 Spotlight: <b>Social media &amp; Cybersecurity</b>	Selected readings/video		
Dec 6 Other industries / Revision class	Research Paper due		
11-20 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 Academic Integrity Policy outlined in the OC calendar, which is available online [OC Academic Integrity Policy](#). 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<sup>th</sup> 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.