




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 2024
Prerequisite(s):	BUAD 330 or BUAD 340
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, and also identify the barriers and facilitators of the global sourcing environment
- 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 / Simulation Game	20%
Total	100%

Notes**Attendance & Participation (10%)**

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 alone but not engaging in class activities and conversation will only achieve a pass level on this grade item.

Term Tests (20%)

There will be two 20-minute term tests at the beginning of selected class (see course schedule) to give credit for homework readings and to review comprehension of learnings from previous classes. The term tests replace a mid-term exam. The format is short answer questions. Being late for a test, reduces the time available to complete it.

The Final Exam (30%)

The final exam is evaluating the learning outcomes from this course. The exam is 3 hours in duration. The format is similar to the term tests. Students have the opportunity to write the exam on their laptop. It is not open-book. Attendance at term tests and the final exam is mandatory. Inability to attend must be supported by legitimate reasons with supportive documentation.

Group Project Presentations/Business Simulation (10%+10%+20%)

There are three group projects that require different group formations. The first two presentations focused on the analysis of a global industry and analysis of a market for specific Canadian products or services. There will be a choice between a third presentation at the end of the term or a single-player business simulation game. The presentation requires students to develop a business growth plan for a Canadian company and their products / services to enter a new geographic region. The business simulation is about a casual dining restaurant chain that wants to enter new markets (Harvard Business Publishing, 2023).

Required Text & Resources

International trade is a fast moving and changing discipline. Content and facts today may no longer be relevant nor true tomorrow. This course teaches students the skills to research and analyse the information required for decision making in international trade management. Having a mobile device with access to the internet in class is a requirement for this course. All required course texts and resources are free of charge. They will be distributed via Moodle, and can be accessed via the Library or the Internet.

The main three (3) textbooks are

International Business, S.P. DUNUNG; Atma Global, 2012, Saylor Academy (ref IB);

Global Business: An Economic, Social, and Environmental Perspective Third Edition. NADER H. ASGARY. 2021. Charlotte: Information Age Publishing (ref GB);

Covid-19 and international business : change of era. 1st Edition. MARINOVA, S. T.; MARINOV, M. [s. l.]: Routledge, Taylor & Francis Group, 2021. (ref COVID in schedule below)

Course Schedule

Date		Topic	Textbook
2024 (Fridays)		Monday January 8th, First day of class Monday February 19 th , Statutory Holiday (no classes) February 20 th thru 23 rd , Reading Week Friday March 29 th and Monday April 1 st , Statutory Holiday (no classes)	
Jan	12	Course Introduction & Introduction to International Trade Management	(Strategy text, chapter 7, BuAd340) or BuAd330 (review)
	19	Applying (economic) trade theories to explain trade Research tips & tricks (confirm groups & select Project 1 topics)	McKinsey 'new era' report (2022)
	26	Term Test 1 EDC (Export Development Canada) role & information UN guest speaker: explaining trade standards	GB 2021 text chapt 8 EDC country risk white paper
Feb	2	Global industries, innovation hubs/clusters & trade implications (Project 1 Presentations)	Online research
	9	Canada's position in the global marketplace (confirm groups & select Project 2 topics)	EDC Global economic outlook
	16	Term Test 2 Innovation opportunities & global trade implications Current news and analysis of their impact on global trade	IB 2012 text chapt 1&2; News articles
	23	Reading Break (no class)	
Mar	1	Canadian products/services their trade potential (Project 2 Presentations) (confirm groups & discuss Canadian (Project 3) companies)	TCS guide to exporting pdf
	8	Market entry strategies (confirm Project 3 companies) Ecommerce platforms for global trade Value Proposition Design	Value proposition design pdf
	15	Business Plan Outline and Design Global trade risk management	TCS Export Plan pdf BDC weblinks
	22	Operations and supply chain management for global trade Export manager at Jealous Fruits as guest speaker: explaining the export process (regulations & forms)	COVID 2021 text chapt 15 & 16
	29	Stat Holiday (no class)	
Apr	5	Project 3 Presentations (or Business simulation)	
	12	Project 3 Presentations & Review for final exam	
	16-25	FINAL EXAM PERIOD	

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, 7th 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.