

COURSE CODE: BUAD 330

COURSE TITLE: International Business

Calendar Description

This course examines business operations in an international context and includes cultural, economic, financial, legal and political environments. (also offered by Distance Education)

Prerequisite(s): BUAD 116, 123, 195, and minimum third year standing

Co-requisite(s): None

Prerequisite For: BUAD 401

Substitutable Courses: None

Graduation Requirement: Elective - BBA

Transfer Credit: N/A

Special Notes: None

Credits: 3

Hours per Week: 3

Originally Developed: August 2012

EDCO Approval: August 2013

CHAIR'S APPROVAL: 

Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Explain** why companies engage in international business and how this differs from domestic business.
 - 2 **Describe** the impact of technology on globalization.
 - 3 **Demonstrate** an understanding of the international business environment, including economic, political, legal, cultural and financial environments.
 - 4 **Identify** factors to consider in deciding whether to enter certain international markets, including the use of partnerships and alliances.
 - 5 **Describe** the influence of the Canadian Government in both promoting and restricting trade, including import and export quotas, trade missions and consular assistance.
 - 6 **Explain** how the current exchange rate impacts the success of a company in another country and how to manage foreign exchange risk.
 - 7 **Assess** different strategies for a company to enter a new country, also consider ethical implications.
 - 8 **Research** for and communicate information related to international business accurately and credibly in oral, and written form.

Course Objectives

- Objectives This course will cover the following content:
See weekly course schedule below

Professors

Name	Phone Number	Office	Email
Svan Lembke (Course Captain)	250 575 1137	B209	slembke@okanagan.bc.ca

Evaluation Procedure

Attendance & Participation	10 %
Map test	10 %
International Business Simulation	10 %
Research Proposal	5 %
Research Presentation	20 %
Research Paper	20 %
Mid-term Exam	10 %
Final Exam	15 %
Total	100 %

Required Materials

NADER H. ASGARY. Global Business: An Economic, Social, and Environmental Perspective Third Edition. Charlotte: Information Age Publishing, 2021. v. 3rd edition (ref GB)

MARINOVA, S. T.; MARINOV, M. Covid-19 and international business : change of era. 1st Edition. [s. l.]: Routledge, Taylor & Francis Group, 2021. (ref COVID19 in schedule below)

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 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.

International Business Simulation (10%)

This is an in-class assignment that requires individual students to complete an online simulation (see schedule) hosted by Harvard Business Publishing (cost \$16). The simulation invites students to make global expansion decisions about a restaurant chain over the period of six years. In addition to operational challenges, students have to manage a global financial crisis, extreme weather events, a trade war and differences in government policies. There will be time for a practice round to become familiar with the functions and features of the simulation. The revenue growth is translated into a grade. This simulation cannot be rescheduled without a medical certificate or other supporting evidence. Inconvenience to the student is not a valid reason for missing this assignment.

Map test (10%)

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.

Individual Research Proposal (5%)

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.

Individual Research Presentation (20%)

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.

Individual Research Paper (20%)

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.

Mid-Term Exam (10%)

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. As with the simulation, missed exams cannot be rescheduled without a medical certificate or other supporting evidence. Inconvenience to the student is not a valid reason for missing a scheduled exam.

The Final Exam (15%)

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.

Use of Generative AI tools

Students are permitted to use AI tools for formative work such as gathering information or brainstorming but may not use them for any assessed work and submission. Please note that using AI tools for writing or re-writing your assignment, even only small sections, is prohibited. Whenever generative AI tools are used to provide content, they must be appropriately cited (See [How to cite ChatGPT \(apa.org\)](https://www.apa.org/helpcenter/how-to-cite-chatgpt)). It is also expected that specific data and information delivered by the Generative AI tool(s) is checked for accuracy and that the original source is cited in the research project. Failure to follow these guidelines would be considered academic misconduct and have serious consequences, including but not limited to, a grade of zero on the assignment or assessment or a grade of zero in the course.

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2024 Week of: (Wednesday)		Wednesday, September 4th, First day of class Friday, September 13th, Last day to register for Fall 2024 Monday, September 30th, Statutory Holiday (no classes) Monday, October 14th, Statutory Holiday (no classes) Friday, October 25th, Last day to withdraw from class without academic penalty Monday, November 11th, Statutory Holiday (no classes) Friday, December 6th, Last day of class Tuesday, December 10th – Friday, December 20th, Final Exam Period	Chapter(s):
Sep	4	Course Introduction, incl. instructions for all graded evaluation	
	11	Market entry strategies & Trade theories	GB Chpt 2,3,9 & 10
	18	Global supply chains & Trade agreements (Map test practice)	COVID19 Chpt 15,16 & case information
	25	International Business Simulation & De-brief	GB Chpt 5 & video
Oct	2	Map Test & International business research (Decide on a research question & presentation date)	COVID19 Chpt 4&8
	9	Mid-term exam	
	16	Spotlight: Agriculture (Research presentation schedule confirmation)	Industry report, Research Proposal due
	23	Spotlight: Pharmaceuticals	Industry report & video
	30	Spotlight: Global Finance	GB Chpt 4 & videos
Nov	6	Spotlight: High tech & Manufacturing	Videos
	13	Spotlight: Energy & Sustainability	GB chpt 12 & 14 & video
	20	Spotlight: Automotive & Green Revolution	Videos
	27	Spotlight: Social media & International cybersecurity services	Global Security Outlook
Dec	4	Other industries & revision	Research Paper due
	10-20	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, 6th 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.