

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
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Professors

Name	Office	Email
Svan Lembke	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	15 %
Mid-term Exam	10 %
Final Exam	20 %
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 (15%)

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 (20%)

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.

Course Policy on the Use of Artificial Intelligence**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 \(apa.org\)](#)). 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
2025 Week of: (Wednesday)		Wed, Sep 3 - Classes begin Fri, Sep 12 - Add/drop date - Last day to register for a course and last day to receive a refund for course drop Tue, Sep 30 - Statutory Holiday (no classes) Mon, Oct 13 - Statutory Holiday (no classes) Fri, Oct 24 - Last day to withdraw from a course without academic penalty Mon, Nov 10 - No classes Tue, Nov 11 - Statutory Holiday (no classes) Fri, Dec 5 - Last day of regularly scheduled classes Tue, Dec 9 - Thu, Dec 18 - Final exam period – see policy .	Chapter(s):
Sep	8	Course Introduction, incl. instructions for all graded evaluation Today's global trade conditions: Canada in the spotlight	
	15	Market Entry Strategies & Trade Theories	GB Chpt 2,3,9 & 10
	22	Global Supply Chains & Guest Speaker	COVID19 Chpt 15,16 & case information
	29	International Business Simulation & De-brief (also Map test practice)	GB Chpt 5 & video
Oct	6	Map Test & International Business Research (Decide on a research question & presentation date)	COVID19 Chpt 4&8
	13	Statutory Holiday (no class)	Industry report, Research Proposal due
	20	Mid-term Exam	
	27	Spotlight: Agriculture & Guest Speaker	Industry report & video
Nov	3	Spotlight: Tourism & Education Services	
	10	Statutory holiday (no class)	
	17	Spotlight: Manufacturing & Consumer Products	GB Chpt 4 & videos
	24	Spotlight: Energy & Transportation	GB Chpt 12 & 14
Dec	1	Course Revision & Exam Prep	Research paper due
	10-20	Final Exam Period	

Skills Across the Business Curriculum

The 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

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.

Academic Honesty: Students have a responsibility to read the [OC Academic Integrity Policy](#).

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 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 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 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 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.