




Business Administration

Course Number:	BUAD 330
Course Title:	INTERNATIONAL BUSINESS
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:	FALL 2020
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 <i>(synchronous and asynchronous delivery)</i>
Graduation Requirement:	Elective – BBA
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	August 2012
EDCO Approval:	August 2013
Chair's Approval:	

Professor

Name	Phone	Office	Email
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Learning Outcomes

Upon completion of this course the 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 (Individual evaluation only)

Participation (virtual classroom & videos)	20%
Assignments	20%
Quizzes	10%
Research Paper	25%
Mid-term Exam	10%
Final Exam	15%
Total	100%

Notes

Participation (20%)

This is a hybrid or blended course with virtual classes (synchronous delivery) and also videos for students to watch in their own time (asynchronous delivery). For the virtual classes, students are required to have a computer, stable internet connection, video camera and headset (microphone and speakers). Students receive a grade based on their participation in exercises during virtual classes (10%) and a grade based on their answers to questions asked during the videos (10%).

Individual Assignments (20%)

There are two written assignments (minimum of two pages each), an online game with an oral test. The written assignments provide the content for discussion during the virtual class on the due date. Students who are not in the virtual classroom on that date and not prepared to talk about their written assignment can only achieve 50% of the assignment grade. The online game has scores that have to be submitted in order to qualify for the graded oral test.

Individual Quizzes (10%)

There are multiple-choice quizzes for every chapter of the course text throughout the term.

Individual Research Paper (25%)

The research paper is an individual effort on a global business topic chosen by the student. Students have to submit a one page proposal worth 5% to the professor for approval before proceeding. The research paper (20%) must be in the format of an academic report, including proper formatting, footnotes, references, bibliography, etc. The body of the report has to be at least 10 pages in length. All papers must be carefully prepared and proofed. Extensive outside sources must be cited in the paper where necessary.

Every student has to give a 5 minute presentation on their research topic in the virtual classroom at the end of the term. Students who fail to present can only achieve 50% of the report grade.

Mid-Term Exam (10%)

This exam covers chapters 1 – 6 and is 1.5 hours in duration. The format is short answer questions. Questions are from the course text as well as videos and classroom discussions. Students have to sit the exam in the virtual classroom with the camera on. Failure to adhere to these conditions will result in zero marks for the exam.

The Final Exam (15%)

This exam covers chapters 7 – 16 and is 2 hours in duration. The format is the same as the mid-term exam and also include questions about current global news events.

Required Texts/Resources

Global Business Today, Hill, C., McKaig, T., 5th. Canadian ed., McGraw-Hill Ryerson, 2018. This course text is available in hard copy and as an e-text for the duration of the term. Please contact the bookstore for more information: <https://okanagan.bookware3000.ca/home>

Course Schedule

Date		Topic	Textbook
2020		Classes are scheduled for Monday & Wednesday at 8-9.30am. See below for dates of synchronously delivered virtual classes. Videos can be watched in the student's own time but have a deadline for completion that coincides with the replacing class. .	
Sept.	9	Course Introduction& Instructions for all graded evaluations (Wed: virtual classroom)	Ch. 1
	14&16	Globalization & Country Differences in Political Economy (Mo: videos & questions; Wed: virtual classroom)	Ch. 2 (Quiz 1&2)
	21&23	The Cultural Environment & Ethics (Mo: videos & questions; Wed: Assignment 1 due & virtual classroom presentations)	Ch. 3,4 (Quiz 3&4)
	28&30	International Trade Theories & The Trump Trade War (Mo: videos & questions; Wed: virtual classroom)	Ch. 5 (Quiz 5)
Oct	5&7	Political Economy of International Trade & Covid-19 (Mo: Netflix* documentary live stream; Wed: virtual classroom & Research Paper Proposal due) *Students with a Netflix account can watch the documentary in their own time. The content of this documentary will be a requirement for the mid-term exam.	Ch. 6 (Quiz 6)
	12&14	Mid-term Exam week (Mo: no class on Thanksgiving day, Wed: Mid-term exam in the virtual classroom)	Review
	19&21	Foreign Direct Investment & China (Mo: videos & questions; Wed: virtual classroom)	Ch. 7 (Quiz 7)
	26&28	Regional Economic Integration (Mo: videos & questions; Wed: Assignment 2 due & virtual classroom discussion)	Ch. 8 (Quiz 8)
Nov	2&4	Foreign Exchange Market & The Global Monetary System (Mo: videos & questions; Wed: virtual classroom)	Ch. 9, 10 (Quiz 9 &10)
	9&11	Global Strategy (Mo: videos & questions; Wed: no class on Remembrance Day)	Ch. 11 (Quiz 11)
	16&18	Entering Foreign Markets (Mo: videos & questions & map game due; Wed: oral test by appointment during virtual classroom time)	Ch. 12 (Quiz 12)
	23&25	Exporting, Importing and Counter-Trade Global Marketing and R&D (Mo: videos & questions; Wed: virtual classroom)	Ch. 13, 14 (Quiz 13 &14)
Nov /Dec	30&2	Global Production, Outsourcing and Logistics (Mo & Wed: Research Paper due Nov 30; both days are virtual classrooms for research paper showcase)	Ch. 15 (Quiz 15)
Dec.	7	Global HR Management Mo: virtual classroom for research paper showcase; and Course Review	Ch. 16 & Review (Quiz 16)
Dec	9-19	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.