



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 2021
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 (physical in-classroom and asynchronous delivery)
Graduation Requirement:	Elective – BBA
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	N/A
Originally Developed:	August 2012
EDCO Approval:	August 2013

Chair's Approval:

A handwritten signature in black ink, appearing to read "A. Senpl".

Professor

Name	Phone	Office	Email
Svan Lembke	250-575-1137	K: B209	slembke@okanagan.bc.ca

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

Notes

<p>Participation (20%)</p> <p>This is a hybrid or blended course with videos for students to watch in their own time (asynchronous delivery) and in-person classes (synchronous delivery). Students receive a grade based on their answers to questions asked during the videos (10%), and their attendance and participation in exercises during the in-person classes (10%). All assigned videos and quizzes for that week (see below) have to be completed before the class on Wednesday, creating the foundation for discussion during class.</p>
<p>Individual Assignments (20%)</p> <p>There are two written assignments (minimum of two pages each), and an assignment to learn the countries of this world. 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. The written assignments provide the content for discussion during class on the due date. Students who are not in the classroom on that date and not prepared to talk about their written assignment can only achieve 50% of the assignment grade.</p>
<p>Individual Quizzes (10%)</p> <p>There are multiple-choice and true/false question quizzes for every chapter of the course text throughout the term. The quizzes are based on the latest edition of the course text.</p>
<p>Individual Research Paper (25%)</p> <p>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.</p> <p>Every student has to give a 5 minute presentation on their research topic in the classroom at the end of the term. Students who fail to present can only achieve 50% of the report grade.</p>
<p>Mid-Term Exam (10%)</p> <p>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 physical classroom.</p>
<p>The Final Exam (15%)</p> <p>This exam covers chapters 7 – 16 and is 2 hours in duration. The format is the same as the mid-term exam and may also include questions about current global news events.</p>

Required Texts/Resources

<p>Global Business Today, Hill, C, Hult, T, McKaig, T, and Cotae, F, 6th. Canadian ed., McGraw-Hill Ryerson, 2021. 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</p>

Course Schedule

Date		Topic	Textbook
		Classes Start: Wednesday, September 8 STAT Thursday, September 30 STAT Monday, October 11 STAT Thursday, November 11 & 12 Last day of regularly scheduled Classes: Monday, December 6	
2020		In person classes are scheduled on Wednesday at 8-9.30am (B112). Every week students are also expected to watch videos with questions, read the course text and complete quizzes before Wednesday's class.	
Sept.	8	Course Introduction & Instructions for all graded evaluations	Ch. 1
	15	Globalization & Country Differences in Political Economy	Ch. 2 (Quiz 1&2)
	22	The Cultural Environment & Ethics <i>(Assignment 1 due & classroom presentations)</i>	Ch. 3,4 (Quiz 3&4)
	29	International Trade Theories & The Trump Trade War	Ch. 5 (Quiz 5)
Oct	6	Political Economy of International Trade & Covid-19 <i>(Research Paper Proposal due)</i>	Ch. 6 (Quiz 6)
	13	Mid-term exam	Review
	20	Foreign Direct Investment & China	Ch. 7 (Quiz 7)
	27	Regional Economic Integration <i>(Assignment 2 due & classroom discussion)</i>	Ch. 8 (Quiz 8)
Nov	3	Foreign Exchange Market & The Global Monetary System	Ch. 9, 10 (Quiz 9 &10)
	10	Global Strategy & Entering Foreign Markets <i>(Assignment 3 (Map Test) is at the beginning of class)</i>	Ch. 11, 12 (Quiz 11 & 12)
	17	Exporting, Importing and Counter-Trade Global Marketing and R&D <i>(Research Paper Due & classroom presentations)</i>	Ch. 13, 14 (Quiz 13 &14)
	24	Global Production, Outsourcing and Logistics <i>(Classroom presentations continued)</i>	Ch. 15 (Quiz 15)
Nov /Dec	1	Global HR Management <i>(Classroom presentations continued)</i> Course Review	Ch. 16 & Review (Quiz 16)
Dec		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.