



BUS 360 International Business (3 credit hours)

Fall 2009

Class Schedule

Time: Wednesdays & Fridays, 9:45-11:00am

Location: Room L2084

Instructor Information

Instructor: Jeff Huebner, MBA

Phone: 410-2000 ext. 6915

Email: JHuebner@ambrose.edu

Office: Room #2057

Office hours: Wed & Fri 11:00-1:00pm & 2:15-3:00pm, Thurs 11:00-12:00pm,
or by appointment

Course Description & Objectives

This course examines how foreign economic, cultural and political developments affect the strategies of firms involved in international trade and investment. The first half of the course focuses on elements of global economics while the second half deals more specifically with international business strategy at the firm-level. Topics include international business strategy and operations, foreign direct investment, regional economic integration, differences between countries and national markets, foreign exchange markets and international trade.

Objectives:

Students will develop a better understanding for the topics covered and be able to:

- Explain how globalization trends are impacting business
- Identify the major regional markets that dominate the world economy
- Explain the concept and various aspects of national competitive advantage
- Identify some of the social, cultural, economic, legal, political and ethical factors that act as barriers to trade
- Discuss trends in global and regional economic integration that aim to overcome these barriers and facilitate international trade
- Discuss various strategies and forms of international business structure that firms can employ
- Develop a better understanding of the main aspects of managing an international business
- Improve skills in case study analysis, writing and presentation

Required Text & Materials

Textbook:

Daniels, John D., Lee H. Radebaugh and Daniel P. Sullivan, *International Business*, 12th edition. Pearson Prentice Hall, 2009.

Supplemental Reading:

The Globe & Mail newspaper
The Economist magazine

The textbook is available in the bookstore. In addition, news articles, audio visual presentations and guest speakers may also be used occasionally to supplement lectures and course materials.

Course Requirements

Course grading and evaluation will be conducted according to the following elements:

Midterm exam	15%
Final exam	20%
Hand-in assignments:	
Country briefing report	10%
Research paper	20%
Business case study	10%
In-class presentation of case study	10%
Class participation & discussion	15%

Examinations:

A mid-term examination will be held in class during October, encompassing topics covered in the first half of the course. Further details will be provided at a later date. The course will conclude with a final examination covering all topics in the course, with a focus on those presented in the second half since the mid-term exam. The final exam will take place during the exam period in December as scheduled by the Registrar's Office.

Please note that graded examinations will only be made available for supervised review, at the request of the student, and will remain on-file with the course professor rather than being returned to each student's possession.

Country Briefing Report:

Within the first few weeks of the course, each student will select a foreign country of particular interest to them and develop a briefing report (4-5 pages in length: 12 point font, 1½ line spacing) for that country. The report should assess the primary cultural, economic, political, legal, social and/or ethical factors that characterize the country in relation to Canada or its regional neighbours, while linking to the concepts presented in chapters 1-6 of the textbook. Further details regarding the country briefing reports will be provided in class.

Research Paper:

Students will be required to develop and write a short research paper (approximately 10 pages in length: 12 point font, 1½ line spacing) on a topic of their choice that relates to an area of international business. All topics must be approved through submission of an initial 1-page proposal. The papers will provide an overview and background to the topic, a summary of current developments and academic research in the field, what impact the topic is having on global business and key stakeholders (i.e., Canada, a particular country or region, multinational firm, etc.), analysis and application to principles presented in the course, and future direction or outlook for the topic. Students are encouraged to pick a topic of particular personal or career interest.

Case Study & Class Presentation:

One of the objectives of the course is for students to improve their skills in the analysis, writing and presentation of business case studies. In order to achieve this, a key component of the course will require students to write a formal case study report on a particular company or business scenario. Students will select their case from a given list and follow a standard methodology for the write-up. The report must be brief (5-6 pages maximum in length: 12 point font, 1½ line spacing) while still covering all necessary information and areas of analysis, and applying principles presented in the course. Students will be challenged to write effectively and succinctly, presenting their ideas and recommendations in a style suitable for business executives to read and understand within a short period of time.

In addition to the written report, students will also develop a presentation (10-15 minutes in length) to deliver in-class that summarizes their findings and recommendations from the case study. The format for this presentation will typically include PowerPoint or overhead slides along with hand-outs for the group. However, other creative elements such as audio/visual materials, simulations, etc., may also be utilized.

Class Participation & Discussion:

Group discussions and analysis of course topics will be a key component of learning throughout the term. Students are expected to attend all classes, having prepared for class through the text readings and actively participate in these discussions. Time will also be allowed throughout the term for discussion of current events and topics in the news that relate to international business. In addition, students may occasionally be required to complete take-away assignments prior to the next class that will assist in the learning and reinforcement of course material. If external circumstances or illness prevent you from attending or adequately preparing for a class, please let the professor know so that this can be taken into account, as repeated absences from class will negatively impact a student's individual participation grade.

Grading

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
0% to 49%	F	Failure

To pass the course, students must achieve an overall grade of at least 50%. Failure to submit an assignment or write an exam on the assigned date without legitimate reason (i.e. evidenced illness) or prior approval of the instructor may result in a failed grade for the course. In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the marks reallocated to other components of the course grade.

All hand-in assignments and exams must include the student's name, ID number and school mailbox number.

Important Dates for Registration, Withdrawal, and Course Auditing

September 18th, 2009, is the last day to enter a course without permission or to withdraw from a course without incurring a financial penalty in terms of tuition refund.

November 13th, 2009, is the last day to voluntarily withdraw from a course or change to audit without academic penalty.

Course withdrawal forms are available from the Registrar. Students who do not follow the proper withdrawal procedures will be recorded as having failed the course.

In-class Use of Electronic Devices

The use of personal electronic devices by students in-class is purely at the discretion of the instructor. The use of music players, earphones, cell phones, PDAs, or any other personal entertainment devices will not be allowed in-class at any time. Typically, laptop or notebook computers may be utilized only for taking notes or reviewing course materials if necessary. However, if laptop use becomes a distraction for other students in the class, or is used for activities that are not class-related (i.e. Internet browsing, playing games, watching videos, emailing, chatting, etc.), the instructor will ask the student to stop using the laptop and put it away, and make a deduction to the student's course participation grade – 20% deduction for first instances; additional 40% deduction and loss of laptop use for the remainder of the semester for any repeat instances.

Audio or video recording of class lectures is strictly prohibited without the prior expressed consent of the instructor.

Important Notes

It is the responsibility of all students to become familiar with and adhere to academic policies of as are stated in the Student Handbook and Academic Calendar.

Personal information, that is information about an individual that may be used to identify that individual, may be collected as a requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a "Course Extension." Alternative times for final examinations cannot be scheduled without prior approval. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the appropriate deadline. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Ambrose is committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar and the Student Handbook that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean.

BUS360
Weekly Reading Schedule

Date	Class Topic	Text chapters
Sept 9 th	Introduction and course overview	
Sept 11 th	Globalization and modes of international business	1
Sept 16 th	Cultural influences	2
Sept 18 th	Political and legal environments	3
Sept 23 rd	Economic indicators and factor conditions Assignment: Selection of country for briefing report	4
Sept 25 th	International trade, factor mobility and comparative advantage	6
Sept 30 th	No class – Ambrose Community Day	
Oct 2 nd	Government influence on trade and barriers	7
Oct 7 th	Global and regional economic integration: WTO Assignment: Country briefing reports due	8
Oct 9 th	Regional economic integration: The EU, NAFTA	Hand-outs
Oct 14 th	Foreign exchange and capital markets	9
Oct 16 th	Exchange rates and interest rates Assignment: Research paper topic proposals due	10
Oct 21 st	Mid-term exam	
Oct 23 rd	International social responsibility and ethics Social issues and development economics: Microfinance	5 Hand-outs
Oct 28 th	Discussion of international business topics in the news <i>Review and discussion of mid-term exam</i>	
Oct 30 th	Guest Speaker – Stacey Toews, Founder, Level Ground Trading Ltd. Social issues and development economics: Fair trade	Hand-outs
Nov 4 th	Assignment: In-class report on research paper articles	

Nov 6 th	International business strategy: global integration vs. local responsiveness; multi-national, global and transnational strategies	11
Nov 11 th	No class – Remembrance Day Holiday	
Nov 13 th	Country analysis and international risk assessment Assignment: Research papers due	12
Nov 18 th	International trade strategy: exporting and importing Assignment: Business case study selections due	13
Nov 20 th	<i>Business case & skills development class:</i> Effectively writing and presenting a business case study	Case Hand-out
Nov 25 th	Foreign direct investment (FDI) and collaborative arrangements	14
Nov 27 th	Organizational structure: vertical and horizontal differentiation	15
Dec 2 nd	International marketing Assignment: Business case study reports due	16
Dec 4 th	Student in-class presentations Assignment: Presentations of case studies	
Dec 9 th	<i>Discuss case study presentations & review for final exam</i>	

Note: The dates and order of topics outlined in this schedule may be subject to change at the instructor's discretion throughout the term. Any changes will be communicated in advance.