



## **BUSI 5801 – International Business**

**Term/Year Winter 2020**

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### **Introduction**

This course is designed to introduce the basic concepts of international business and competition from a manager's perspective. It will seek to integrate and expand on the principles and tools from the core courses. The issues and problems, which arise when business operations or institutions extend across national boundaries and become international in scope or character, will be examined. The emphasis is two-fold. First, consideration is given to the characteristics and contemporary dynamics of the world economy. Second, analysis is made of the emergence and development of the multinational firm and of the adaptations of the basic managerial functions due to internationalisation.

The course builds upon a number of disciplines (economic, behavioural, and political) to examine new concepts of global management, around three fundamental building blocks:

- (a) New organisational disciplines such as TQM, customer service, cycle planning and environmentalism;
- (b) Value added competencies;
- (c) Corporate organisation and infrastructure.

The course orientation is consistently pragmatic and managerial. By the use of the case method, students are placed in simulated managerial roles where they can apply international business principles in characteristically management situations. The course syllabus and cases are organised around this framework.

### **Required Text:**

Hill, C. W. and McKaig, T. (2018) **Global Business Today**, 5<sup>th</sup> Canadian Edition, McGraw-Hill Ryerson

## Grading Scale for Graduate Students:

Grading Scale as per Dalhousie Faculty of Graduate Studies Calendar  
Regulation 6.6.2 Grading Policy

Letter Grade	Numerical % equivalent
A +	90 - 100
A	85 - 89
A -	80 - 84
B +	77 - 79
B	73 - 76
B -	70 - 72
F	0 - 69

## Method of Evaluation/ Marking Scheme:

Class Participation and Performance	10%
Assignment 1 (due February 23 <sup>rd</sup> )	15%
Assignment 2 (due April 12 <sup>th</sup> )	15%
GLO-BUS Simulation	25%
Final Exam*	<u>35%</u>
	<b>100%</b>

**\* The Final Examination will consist of three (3) mini-cases which will be distributed the day before the exam. Students must pass the final to pass the course**

## Class Participation and Performance:

Verbal and presentation skills are essential in general management. In this class, ***I hope that we provide each other with a “riskless” environment in which we can test our ideas, enhance our presentation skills and improve our decision-making effectiveness. Willingness to participate and to test new ideas is not only important, it is the central ingredient of this course.*** It is important to appreciate that every student is a co-producer of the class discussion, and thus it is important that every class member listen carefully to one another and attempt to build on or constructively critique prior comments. Try to resist the temptation to jump to topics that are not specifically open for discussion.

In grading class participation, I will use several criteria, including:

- **Analysis:** Do the comments include analysis, or do they simply restate the facts?
- **Responsiveness:** Do the comments relate to, and build upon, the previous discussion?
- **Creativity:** Do the comments bring a new perspective to the issues? (**test new ideas**)
- **Clarity:** Are the comments succinct and understandable?
- **Quantity:** How frequently does the student participate?
- **Integration:** Does the participant integrate material from past classes?
- **MOST IMPORTANTLY: Do the participant's comments stimulate productive discussion among class members.**

## **Students with Disabilities:**

Students may request accommodation as a result of barriers related to disability, religious obligation, or any characteristic under the human rights legislation.

Students who require academic accommodation for either classroom participation or the writing of tests and exams should make their request to the Advising and Access Services Center (AASC) prior to or at the outset of the regular academic year. Please visit [www.dal.ca/access](http://www.dal.ca/access) for more information and to obtain the Request for Accommodation form.

A note taker may be required as part of a student's accommodation. There is an honorarium of \$75/course/term (with some exceptions). If you are interested, please contact AASC at 494-2836 for more information or send an email to [notetaking@dal.ca](mailto:notetaking@dal.ca)

Please note that your classroom may contain specialized accessible furniture and equipment. It is important that these items remain in the classroom, untouched, so that students who require their usage will be able to fully participate in the class.

## **Academic Integrity in the Faculty of Management:**

### ***In general:***

The commitment of the Faculty of Management is to graduate future leaders of business, government and civil society who manage with integrity and get things done. This is a non-negotiable in our community and it starts with your first class at Dalhousie University. So when you submit any work for evaluation in this course or any other, please ensure that you are familiar with your obligations under the Faculty of Management's Academic Integrity Policies and that you understand where to go for help and advice in living up to our standards. You should be familiar with the Faculty of Management Professor and Student *Contract on Academic Integrity* and it is your responsibility to ask questions if there is anything you do not understand. (page 4 of <http://management.dal.ca/Files/AcademicIntegrity.pdf> )

Dalhousie offers many ways to learn about academic writing and presentations; so that all members of the University community may acknowledge the intellectual property of others. Knowing how to find, evaluate, select, synthesize and cite information for use in assignments is called being "information literate." Information literacy is taught by Dalhousie University Librarians in classes and through online tutorials. See Researching Ethically tutorial at:

<http://infolit.library.dal.ca/tutorials/Plagiarism/>

Do not plagiarize any materials for this course. Further guidance on what constitutes plagiarism, how to avoid it, and proper methods for attributing sources,

<http://plagiarism.dal.ca/Student%20Resources/>

Please note that Dalhousie now subscribes to SafeAssign.com, a computer based service that checks for originality in submitted papers. Any paper submitted by a student at Dalhousie University may be checked for originality to confirm that the student has not plagiarized from other sources. Plagiarism is considered a very serious academic offence that may lead to loss of credit, suspension or expulsion from the University, or even the revocation of a degree. It is essential that there be correct attribution of authorities from which facts and opinions have been derived. At Dalhousie, there are University Regulations which deal with plagiarism and, prior to submitting any paper in a course, students should read the Policy on Intellectual Honesty contained in the Calendar or on the Dalhousie web site at:

<http://www.registrar.dal.ca/calendar/ug/UREG.htm#12>

Furthermore, the University's Senate has affirmed the right of any instructor to require that student papers be submitted in both written and computer readable format, and to submit any paper to a check such as that performed by anti-plagiarism software. As a student in this class, you are to keep an electronic copy of any paper you submit, and the course instructor may require you to submit that electronic copy on demand.

If you suspect cheating by colleagues or lapses in standards by a professor, you may use the confidential email: [ManagementIntegrity@dal.ca](mailto:ManagementIntegrity@dal.ca) which is read only by the Academic Integrity Officer.

### **School of Business clarification on Plagiarism versus Collaboration:**

**Note: The following can be modified by individual instructors to suit their particular course requirements.**

There are many other opportunities for plagiarism, for instance, copying on exams and assignments. There is a clear line between group work on assignments and copying solutions from others. It is alright to work on assignments with your friends. In fact, working in groups may be beneficial. For best results, you should always attempt to solve the problem alone, prior to meeting with the group. Whenever you collaborate with your colleagues on assignments, **you must always prepare your own submission. Copying is plagiarism!** This includes copying the work of others, making changes, and submitting it as your own work.

Specific examples of plagiarism include, but are not limited to, the following:

- Copying a computer file from another student, and using it as a template for your own solution
- Copying text written by another student
- Submitting the work of a tutor as your own
- Including your name on a group submission when you have not contributed to that submission

Specific examples of acceptable collaboration include, but are not limited to, the following:

- Discussing the issues and underlying factors of a case with fellow students, and then each of the students writing up their submissions individually, in their own words.

- Working on a computer-based exercise collaboratively, and then each of the students creating their own submissions individually, from start to finish.

## **STATEMENT ON THE USE OF SCENTED PRODUCTS**

Dalhousie University and the organizations which represent students, faculty and other employees support the efforts of the Dalhousie University Environmental Health and Safety Committee to create a scent-free University. In consideration of the difficulties that exposure to these products cause sensitive individuals, the University encourages faculty, staff, students and visitors to avoid the use of scented personal care products. Thank you for helping us all breathe easier!

### **Course Content:**

Lesson 1:	Globalization
Lesson 2:	Country Differences in Political Economy
Lesson 3:	The Cultural Environment
Lesson 4:	Ethics in International Business
Lesson 5:	International Trade Theories
Lesson 6:	The Political Economy of International Trade
Lesson 7:	Foreign Direct Investment
Lesson 8:	Regional Economic Integration
Lesson 9:	The Foreign Exchange Market
Lesson 10:	The International Monetary System
Lesson 11:	Global Strategy
Lesson 12:	Global Marketing and R & D
Lesson 13:	Global Human Resource Management