

Lakeside View  *Global Vision*
CEGEP JOHN ABBOTT COLLEGE

BUSINESS ADMINISTRATION DEPARTMENT
COURSE OUTLINE

A. GENERAL INFORMATION:

PROGRAM: Business Administration

COURSE: INTERNATIONAL BUSINESS

COURSE NO.: 410-445-AB/01

DAY(S) & TIME:

CLASSROOM #:

PONDERATION: 2-1-2

CREDITS: 1.66

COMPETENCY: 01HS

PRE-REQUISITE: 410-135-AB Global Vision

SEMESTER:

INSTRUCTOR:

OFFICE:

TEL. NO.: 457-6610; Ext.

OFFICE HOURS: As posted outside HO-

ROLE OF THE COURSE WITHIN THE Business Administration Program:

This course will focus on the social impact of International Business from the perspective of the various stakeholders including: businesses, consumers, governments, employees, and the physical,

social, and cultural environments. Students will learn about how business, consumer, and political objectives are played out in the global market place and how each impacts on the other.

B. INTRODUCTION:

The study of International Business is one of the most fascinating fields of study in business and economics. The growth of the field has reflected the growth of international business itself in the last two decades. Not only has world merchandise trade increased, but capital flows, in terms of both direct and in direct investment, have grown as well. More and more firms have undertaken business abroad in a growing number and variety of operational forms. Thus international business has grown in both magnitude and complexity, and, consequently, has grown in importance in the world economy.

The purpose of this course is to survey the major environmental differences that firms encounter when engaging in international business. These differences influence the way business may be conducted.

This course is an introductory course where the focus is on the externals or the environmental factors in which firms conduct business.

C. COURSE OBJECTIVES:

1. Explain basic principles of international commerce.
2. Be able to situate international commerce in a general setting.
3. Understand the basic framework of international businesses.
4. Understand the basic strategies for entering international markets.
5. Knowing the basics of international marketing.
6. Accounting and the human resource side of international business.

COMPETENCIES:

01HS	Supply the technical support in the realization of international transactions.
01HS-1	<i>Find the necessary information to realize the transaction.</i>
01HS-2	<i>Analyze the risks associated with the transaction.</i>
01HS-3	<i>Contribute in the preparation of a marketing strategy.</i>
01HS-4	<i>Assure the security of the payment methods.</i>
01HS-5	<i>Participation for the shipping of merchandise.</i>
01HS-6	<i>Complete customs formalities and assure customs clearance of merchandise.</i>

D. COURSE CONTENT:

History: Theory and concepts of international trade. International trade and its environment as it pertains to culture, local practices, adaptation to the local environment, competition, local market structures, and corporate autonomy. Differences between Quebec and foreign countries in how business is done.

Legal Environment: Laws on local content, mergers and acquisitions, franchises, contracts, ownership, universal commercial codes, international agreements, international accounting standards and practices. Factors influencing global business. Commercial exchanges between Canadian, Quebec and European companies. Trade with the EU, Africa, South America, Far East, Middle East, and USA. Impact of NAFTA on Quebec and Canada. Study of strategies in international marketing. The roles of the federal and provincial governments.

E. REQUIRED TEXT BOOK:

International Business – A Managerial Perspective, Fifth Edition
by: Ricky W. Griffin, Michael W. Pustay (Cost: \$108.95)

F. BIBLIOGRAPHY:

Rugman, Collinson, International Business: Firm and Environment, Pearson, 2006

Daniels & Radebaugh, International Business, 11th edition, Addison Wesley, 2006

Czinkota, Ronkainen & Moffett, International Business, 7th edition, Dryden, 2006

Hills, Charles W., Global Business Today, 6th edition, Irwin McGraw-Hill, 2006.

G. TEACHING METHODS :

- This course will be based on lectures, class discussions, case studies, and student presentations
- Students are required to read the suggested material before class to fully participate in class discussions.

- Class time will be devoted to review and discussion of the basic material, “student work” (case studies, student review of theory), and student presentations
- The mandatory readings are provided in the “weekly content section” described below.

H. DEPARTMENTAL ATTENDANCE POLICY:

The Business Administration Department follows the IPESA Policy, which states that attendance is compulsory. It is essential to gain full understanding of the course content because certain relevant information, which is not in the textbook, may be discussed in class. Absences for more than 20% of the course's total hours may result in the student's final grade being cumulated up to that point.

I. ASSESSMENT PLAN :

	<u>Marks</u>	<u>Class</u>
<u>Test One (Summative)</u>	<u>10%</u>	<u>9</u>
<u>Test Two (Summative)</u>	<u>10%</u>	<u>18</u>
<u>Final Exam (Summative)</u>	<u>20%</u>	<u>30</u>
<u>Project/Presentation (Summative)</u>	<u>30%</u>	<u>26 - 29</u>
<u>Cases (Summative)</u>	<u>10%</u>	<u>as</u>
<u>Article Assignments (Summative)</u>	<u>20%</u>	<u>15 & 30</u>
<u>Total</u>	<u>100%</u>	

Cases and Articles - 30%

Focus either on concept memorisation or their application to realistic case studies. Marks will be based strictly on the quality of the answers.

Project and Presentation - 30%

The term project consists of student observations of how the concepts discussed in class apply to a real life product or service. The mark will be equally divided between the written report (15%) and the oral presentation (15%). The written report's evaluation will focus on content (i.e. did the report discuss the marketing environments, the market and the variables of the marketing mix) while the presentation's evaluation will emphasise the student's communication skills (i.e. preparation, organisation, interest and clarity of presentation).

Length of written report: approx. 15 pages (individual) - 20 pages (group)

Length of presentation: approx. 20 minutes

Group or individual

Must hand-in

- written report
- one copy of the slides

- bibliography
- executive summary

must use presentation software (e.g. PowerPoint) and be creative

In either case, you must address a topic of relevance to an international business manager.

submit proposal for approval by instructor .. This must include group members' names and a well-defined topic

submit an evaluation of each member of your group to establish contribution.

Tests (2 X 10%) - 20%

Divided approximately equally between multiple choice and short essay questions, the tests primarily evaluate the student's knowledge of concepts.

Final Exam - 20%

The final exam will be held during the last week of the semester. This exam covers all the material discussed during the semester. The final exam mostly evaluates the student's knowledge and understanding of international business concepts. A section may also be devoted to their application to a short case study.

J. COLLEGE POLICIES:

Cheating and plagiarism of any kind are unacceptable to John Abbott College.

- **CHEATING** means any dishonest or deceptive practice relative to exams, tests, quizzes or other forms of testing procedures. For example, *cheating* includes the making use of unauthorized material and/or obtaining or providing unauthorized assistance in writing exams or papers. *Cheating* also includes the use of an unauthorized calculator in an examination.
- **PLAGIARISM** is the voluntary or intentional copying of another person's work or the unacknowledged copying of another person's work or use of his or her ideas. *Plagiarism* can come from any source, *i.e.*, a book, magazine, electronic or photographic media, web pages or on-line material or another student's paper or person's work.
- **COLLEGE-WIDE MID-SEMESTER ASSESSMENT FOR FIRST-YEAR STUDENTS:** Provides students with feedback on their progress in all their courses to date; it has no mark value.
- **GRADE REVIEWS:** It is the responsibility of students to keep all assessed material for at least one month past the grade review deadline in the event that they would want to request a grade review. Students can learn more about their rights and responsibilities by reading the IPESA.
- **IPESA:** For more information on Student Academic Rights and Responsibilities, consult the IPESA reprinted in the College Calendar or Student Agenda.

K. SCHEDULE:

WEEKS	TOPIC
1	Introduction to Course Chapter 1
2	Chapter 2 Global Marketplace Chapter 3 Legal, Political Forces
3	Chapter 4 Role of Culture Chapter 5 Ethics and Social responsibility
4	Chapter 6 Trade Theories
5	Chapter 9 Trade Policies TEST #1
6	Chapter 10 International Cooperation
7	Chapter 7 Monetary Systems and BOP MID TERM EXAM
8	Chapter 8 Foreign Exchange Comprehensive case assignment: Nike, Inc. or Regulatory Warfare
9	Chapter 18 International Financial Management TEST #2
10	Chapter 11 Strategic Management Chapter 12 Modes of Entry
11	Chapter 13 Strategic Alliances Chapter 14 Organizational Design and Control
12	Chapter 16 International Marketing Chapter 20 HRM
13	Presentations 1
14	Presentations 2
15	EXAM