

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO, CANADA

COURSE OUTLINE

COURSE TITLE: GLOBAL BUSINESS AND
ECONOMIC ISSUES

COURSE CODE: BUS120

PROGRAM: OFFICE ADMINISTRATION

SEMESTER: FOUR

DATE: JANUARY 1998

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NEW: _____ REVISION: X

APPROVED: Joseph C. Kowalton
DEAN

DATE: Jan 6/98

TOTAL CREDITS: 3
PREREQUISITES: none
LENGTH OF COURSE: 3 hrs/wk

I. COURSE DESCRIPTION:

This course introduces students to the process of globalization and the economic implications of globalization for business firms and their managers. Upon completion of this course, students should have good grasp of the issues that managers working within international businesses have to grapple with on a daily basis. Students will be familiar with the range of strategies and operating policies that managers can adopt in order to compete more effectively in today's rapidly emerging global economy.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE

A. Learning Outcomes

1. Understand what is meant by the term globalization.
2. Understand how the political, economic, and legal systems of countries differ.
3. Understand the important implications that international trade theory holds for business practice.
4. Be familiar with the world's most important regional economic agreements including the European Union (EU), the North American Free Trade Agreement (NAFTA), and Asian Pacific Economic Cooperation (APEC).
5. Be familiar with the form and function of the foreign exchange market.
6. Understand how firms can profit from expanding their activities globally.

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B. Learning Outcomes and Elements of the Performance

Upon completion of this course students will be able to demonstrate the ability to:

1. Understand what is meant by the term globalization.

Potential Elements of the Performance

- Be familiar with the main causes of globalization.
- Appreciate how changing international trade patterns are changing the nature of the world economy.
- Be familiar with the main arguments in the debate over the impact of globalization on job security, income levels, labour and environmental policies.
- Appreciate that globalization is giving rise to numerous opportunities and challenges that business managers must confront.

2. Understand how the political, economic, and legal systems of countries differ.

Potential Elements of the Performance

- Understand how political, economic, and legal systems collectively influence a country's ability to achieve meaningful economic progress.
- Understand how these systems influence the benefits, costs, and risks associated with doing business in other countries.
- Be familiar with the main changes that are currently reshaping the political, economic, and legal systems of many nation-states.
- Be conversant with the ethical issues that can arise when doing business in a nation whose political and legal systems are not supportive of basic human rights.

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3. Understand the important implications that international trade theory holds for business practice.

Potential Elements of the Performance

- Understand why nations trade with each other.
 - Be conversant with the different theories that have been offered to explain trade flows between nations.
 - Understand why economists believe that free trade between nations will raise the economic welfare of all participating countries.
4. Be familiar with the world's most important regional economic agreements including the European Union (EU), the North American Free Trade Agreement (NAFTA), and Asian Pacific Economic Cooperation (APEC).

Potential Elements of the Performance

- Appreciate the different levels of economic integration that are possible between nations.
 - Understand the economic and political arguments for and against regional economic integration.
 - Understand the implications for business that are inherent in regional economic agreements.
5. Be familiar with the form and function of the foreign exchange market.

Potential Elements of the Performance

- Understand how currency exchanges are determined.
- Understand the differences between spot and forward exchange rates.
- Appreciate the role of the foreign exchange market in insuring against foreign exchange risk.

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6. Understand how firms can profit from expanding their activities globally.

Potential Elements of the Performance

- Be familiar with the different strategies for competing globally.
- Understand how cost pressures influence a firm's choice of global strategy.
- Understand how country differences influence a firm's choice of global strategy.
- Understand how firms can use strategic alliances to support their global strategy.

III. TOPICS

1. The emerging global economy
2. National differences in political economy
3. Differences in culture
4. International trade theory
5. The global trading system
6. Foreign direct investment
7. Regional economic integration
8. The foreign exchange market
9. The global monetary system
10. Global strategy
11. Entering foreign markets
12. Global marketing
13. Global operations management
14. Global human resource management

V. REQUIRED TEXT:

Global Business Today, Charles W.L. Hill, Irwin/McGraw-Hill, 1998.

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VI. EVALUATION PROCESS/GRADING SYSTEM:

METHODOLOGY:

Since this course endeavours to apply some of the theories presented in the text through a variety of techniques including discussion, case studies, Internet searches, video presentations, and guest speakers, it is essential that students attend classes to maximize learning.

Students will be assigned end of chapter questions and/or case studies for presentation in a subsequent class. These assignments will be part of the participation mark indicated below. Failure to present and defend without an acceptable (to the professor) explanation, will result in a zero grade in that activity.

The success of this approach requires that each student read and reflects on the assigned material prior to class and that ALL STUDENTS COME TO THE CLASSROOM PREPARED TO PARTICIPATE FULLY. This is essential in order to make the class sessions as meaningful as possible and to enhance student development.

The required cases will be assigned as the semester progresses and additional instructions will be distributed at that time.

FINAL GRADE REPORTING

A+	90% - 100%	Consistently Outstanding
A	80% - 89%	Outstanding Achievement
B	70% - 79%	Consistently Above Average
C	60% - 69%	Satisfactory
R	Below 60%	Repeat - objectives have not been met
CR	Credit exemption	
X	A temporary grade, limited to extenuating circumstances, giving a student additional time to complete course requirements.	

NOTE: Students may be assigned a "Repeat" grade early in the course for unsatisfactory performance.

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FINAL GRADE:

Students will be evaluated on the following basis:

4 tests*	60%
Internet exercise:	
20% for written report	
10% for presentation and defense	30%
Attendance & participation	<u>10%</u>
TOTAL	100%

*Proposed but subject to change:

- Test 1 – Chapters 1 – 3
- Test 2 – Chapters 4 – 7
- Test 3 – Chapters 8 – 11
- Test 4 – Chapters 12 – 14

Tests may include any supplementary materials presented by the professor or guest speakers. It is the student's responsibility to take proper notes.

PLAGIARISM/ACADEMIC DISHONESTY:

Students should refer to the definition of "academic dishonesty" in the Student Rights and Responsibilities.

Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, **up to and including expulsion from the course. This will apply to any and all parties.**

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GUIDELINES RE GRADING:

ASSIGNMENTS: 100% completion of all assignments is expected. No extension will be given unless a valid reason is provided **in advance**.

TESTS: If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the professor **prior** to the test or as soon as possible and provide an explanation that is acceptable to the professor. In cases where the student has contacted the professor and the reason is not classified as an emergency, i.e., slept in, forgot, etc., the highest achievable grade is a "C". **MISSED TESTS WILL BE WRITTEN AT THE END OF THE SEMESTER. STUDENTS WILL NOT BE ALLOWED TO WRITE MORE THAN TWO MISSED TESTS. THERE WILL BE NO REWRITES OF INDIVIDUAL TESTS OR ASSIGNMENTS.** In cases where the student has not contacted the professor, the student will receive a mark of "0" on that test.

VII. SPECIAL NOTES

Students with special needs (e.g. physical limitations, visual impairments, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with the professor. Students may also contact the Special Needs Office in Room E1204 so that support services can be arranged.

The professor reserves the right to modify the course as deemed necessary to meet the needs of students.