

I. COURSE DESCRIPTION: This course explores the marketing of products and services around the world. It introduces the complete and constantly evolving realities of global marketing. Students will study global marketing issues such as finance, cultural issues, political and legal issues affecting the global marketing plan.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Discuss the meaning and significance of globalization

Potential Elements of the Performance:

- Discuss the globalization of markets.
- Identify the drivers of globalization
- Debate over the impact of globalization on job security, income levels, labor, and environmental policies, and national sovereignty.
- Discuss the changing world and opportunities arising from these changes.

This learning outcome will constitute 11% of the course's grade.

2. Describe country differences in the areas of political systems, economic systems and culture

Potential Elements of the Performance:

- Discuss the elements, issues, and changes that differentiate political systems, economic systems, and legal systems.
- describe the contemporary economic systems in terms of the distinguishing elements.
- Be conversant with the ethical issues that can arise when doing business in a nation in which the political and legal systems do not support human rights.
- Describe how cultures vary because of differences in social structure, religion, language, education, economic philosophy, and political philosophy.
- Determine the changes in contemporary social culture, which is driving economic advancement, technological change, and globalization.
- Describe the role of business customs as they relate to business management.

This learning outcome will constitute 22% of the course's grade.

3. Explain issues in the political economy of international trade and investment.

Potential Elements of the Performance:

- Relate different trade theories with the respect to trade flow among nations.
- Justify how (free) trade between nations will increase economic welfare of a nation.
- Summarize how government can play a proactive role in promoting national competitive advantage in certain industries.
- Explain the importance of international trade theory for business practice.
- Discuss policy instruments, trade restrictions, and government intervention in international trade.
- Explain the evolution, purpose, current status and future prospects of the global trading system.
- Discuss foreign direct investment with reference to the costs and benefits to the home and host countries, policy instruments, and political ideology.
- Explain levels of economic integration.
- Justify and explain the implications of the world's most important regional economic agreements.

This learning outcome will constitute 45% of the course's grade.

4. Describe and explain the global monetary system, laying out in detail the monetary framework in which international business transactions are conducted.

Potential Elements of the Performance:

- Discuss the foreign exchange markets, spot and forward exchange rates.
- Explain how currency exchange rates are determined.
- Using various approaches, forecast various exchange rates.
- Understand how countertrade is used to mitigate problems associated with an inability to convert currencies.
- Understand the global monetary system.
- Differentiate between the floating and fixed exchange rate.
- Describe the role and implications of the IMF and the World Bank in the global monetary system.

This learning outcome will constitute 22% of the course's grade.

III. TOPICS:

1. The meaning and significance of globalization.
2. National differences in political economies and cultures.
3. Political economy of international trade and investment.
4. Global monetary system.

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Global Business, 3rd edition, by Charles Hill

Library Resources: Globe and Mail Report on Business, Financial Post, Toronto Star Report on Business, Canadian Business and others.

V. EVALUATION PROCESS/GRADING SYSTEM:

Test #1 (Chapter 1)	10%
Test #2 (Chapter 2 & 3)	15%
Test #3 (Chapter 4,5,6,& 7)	30%
Test #4 (Chapter 8 & 9)	15%
Quizzes & Assignments	30%
Total	100%

Missed Tests/Assignments/Quizzes:

If a student is not able to write a test/exam as scheduled, for medical reasons or some other emergency, that student is asked to contact the professor **prior** to the test/exam and provide an explanation, which is acceptable to the professor. (Medical certificates or other appropriate proof may be required.) Should the student not contact the professor the student shall receive a grade of zero. Late assignments will not be accepted.

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	4.00
B	70 – 79%	3.00
C	60 – 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field/ clinical placement or non-graded subject areas.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	

W Student has withdrawn from the course
without academic penalty

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *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/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

Attendance:

Students are expected to attend all scheduled classes. Attendance will be taken, and/or spot checks made, for each class.

Submitting Assigned Work:

All assignments, projects, questions, etc. must be submitted to the professor at the beginning of class on the due date. Once the class starts, any assignment, etc., which has not been submitted, will be considered late. If no class is scheduled on the due date, students are required to deliver the assignments, etc. to the professor's office, by the deadline time.

Assignments, etc. may be submitted in advance; normally assignments, etc. will not be accepted after the stated deadline.

It is the student's responsibility to ensure that the professor gets his/her completed assignment, etc.

Return of Students' Work:

Tests, quizzes, assignments, etc. will be returned to students during one of the normal class times. Any student not present at that time must pick up his/her test, etc. at the professor's office within three weeks of that class.

Tests, etc. not picked up within the three weeks will be discarded. End of semester tests, etc. will be held for three weeks following the end of the semester. If they have not been picked up within that three-week period, they will be discarded.

Questions &/or Concerns:

Students are urged to ask questions and to participate in and contribute to the class discussion. Students are also encouraged to read newspapers, magazines, etc. and to tune in to radio and television newscasts for economic and business news. This will make the subject more understandable, interesting, and practical. It will provide students the opportunity to better apply the theory and to enhance his/her opportunity for success in this course.

Classroom Decorum:

Students will respect the diversity and the dignity of those in the classroom. Student will respect the professor's right and duty to teach and students' right to learn without interference. Students who cause any interference with the objectives of the class will be given a verbal warning on the first occasion. If such behaviour continues, the student will be asked to leave the classroom and will not be permitted to return until he/she commits in writing, typed, (a formal letter) that he/she would conduct himself/herself appropriately in the classroom. This letter will be addressed to the professor who will submit a copy to the Dean and AST coordinator.

If a student is asked to leave the classroom a second time, he/she must make an appointment with the Dean who will decide if the student will be permitted to return to class.

In the event that a student is asked to leave the classroom a third time, he/she will not be permitted back to the classroom for the rest of the semester. The Dean will also decide if any other action needs to be taken.

Students attending this class do so to study Business Today. Therefore, no other activity will be permitted. Student's who wish to engage in other activities will be asked to leave the classroom, as described above.

Students will also be asked to leave the classroom, as described above if they are sleeping, or appear to be sleeping, and for putting their feet on the furniture.

It is the professor's intention to maintain proper classroom decorum at all times in order to provide the best possible learning and teaching environment.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.