

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ONTARIO**



**COURSE OUTLINE**

**COURSE TITLE:** International Business

**CODE NO. :** INT200

**SEMESTER:** Four

**PROGRAM:** Business

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**DATE:** 01/01/10

**PREVIOUS OUTLINE DATED:** 12/01/09

**APPROVED:**

“Penny Perrier”

Jan. 4/10

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**CHAIR**

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**DATE**

**TOTAL CREDITS:** 3

**PREREQUISITE(S):** None

**HOURS/WEEK:** 3

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**I. COURSE DESCRIPTION:**

This course explores the concept of globalization of products and services around the world. It introduces the complete and constantly evolving realities of global business. Students will study global marketing issues such as economic, financial, cultural, political and legal issues affecting the globalization of businesses.

**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 and effects of culture on business.

Potential Elements of the Performance:

- Describe the process of globalization and how it affects markets and production.
- Identify two forces causing globalization to increase.
- Summarize the evidence for each main argument in the globalization debate.
- Identify the types of companies that participate in international business.
- Describe the global business environment.
- Describe culture, and explain the significance of both national culture and subcultures.
- Identify the components of culture, and describe their impact on business activities around the world.
- Describe cultural change, and explain how companies and culture affect one another.
- Explain how the physical environment and technology influence culture.
- Describe the two main frameworks used to classify cultures and explain their practical use.

These learning outcomes will constitute approximately 20% of the course grade.

2. Describe country differences in the areas of political systems, economic systems, value systems, ethical beliefs, and cultures.

Potential Elements of the Performance:

- Describe each main type of political system.
- Identify the origins of political risk and how managers can reduce its effect.
- List the main types of legal systems, and explain how they differ.

- Describe the major legal and ethical issues facing international companies.
- Explain how international relations affect international business activities.
- Describe what is meant by a centrally planned economy and explain why its use is declining.
- Identify the main characteristics of a mixed economy and explain the emphasis on privatization.
- Explain how a market economy functions and identify its distinguishing features.
- Describe the different ways to measure a nation's level of development.
- Discuss the process of economic transition and identify the remaining obstacles for businesses.

These learning outcomes will constitute approximately 20% of the course grade.

3. Explain theories in international trade while taking into consideration the political, legal, and economic issues of trade.

#### Potential Elements of the Performance

- Describe the relation between international trade volume and world output, and identify overall trade patterns.
- Describe mercantilism, and explain its impact on the world powers and their colonies.
- Explain absolute advantage and comparative advantage and identify their differences.
- Explain the factor proportions and international product life cycle theories.
- Explain the new trade and national competitive advantage theories.
- Describe the political, economic, and cultural motives behind governmental intervention in trade.
- List and explain the methods governments use to promote international trade.
- Discuss the importance of the World Trade Organization in promoting free trade.
- Describe worldwide patterns of foreign direct investment (FDI) and reasons for these patterns.
- Describe each of the theories that attempt to explain why foreign direct investment occurs.
- Discuss the important management issues in the foreign direct investment decisions.
- Explain why governments intervene in the free flow of foreign direct investment.
- Discuss the policy instruments that governments use to promote and restrict foreign direct investment.

- Define regional economic integration, and identify its five levels.
- Discuss the benefits and drawbacks associated with regional economic integration.
- Describe regional integration in Europe, and its pattern of enlargement.
- Discuss regional integration in the Americas, and analyze its future prospects.
- Characterize regional integration in Asia, and discuss how it differs from integration elsewhere.
- Describe regional integration in the Middle East and Africa, and explain why progress there has been slow.

These learning outcomes will constitute approximately 40% of the course grade.

4. Describe and explain the concept of foreign direct investment, regional economic integration along with global monetary system, laying out in detail the monetary framework in which international business transactions are conducted.

Potential Elements of the Performance:

- Discuss the purposes, development, and financial centers of the international capital market.
- Describe the international bond, international equity, and Eurocurrency markets.
- Discuss the four primary functions of the foreign exchange market.
- Explain how currencies are quoted and the different rates given.
- Identify the main instruments and institutions of the foreign exchange market.
- Explain why and how governments restrict currency convertibility.
- Explain how exchange rates influence the activities of domestic and international companies.
- Identify the factors that help determine exchange rates and their impact on business.
- Describe the primary methods of forecasting exchange rates.
- Discuss the evolution of the current international monetary system, and explain how it operates.

These learning outcomes will constitute approximately 20 % of the course grade.

**III. TOPICS:**

1. Globalization
2. Cross-Cultural Business
3. Politics, Law, and Business Ethics
4. Economic Systems and Development
5. International Trade
6. Business-Government Trade Relations
7. Foreign Direct Investment
8. Regional Economic Integration
9. International Financial Markets
10. International Monetary System.

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

International Business, the challenges of globalization; Wild, Wild and Han, fourth edition

**V. EVALUATION PROCESS/GRADING SYSTEM:**

Mini-Presentation/Report	10%
Cultural Country Presentation/Report	15%
Porter's Report	15%
Mid-Term Exam	25%
Final Exam	25%
Debates	10%
Total	100%

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
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:

### 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.

### 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.

### Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question. Please refer to the Student Academic Calendar of Events for the deadline date by which application must be made for advance standing.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.

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

### Disability Services:

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. A professor/instructor may assign a sanction as defined below, or make recommendations to the Academic Chair for disposition of the matter. The professor/instructor may (i) issue a verbal reprimand, (ii) make an assignment of a lower grade with explanation, (iii) require additional academic assignments and issue a lower grade upon completion to the maximum grade “C”, (iv) make an automatic assignment of a failing grade, (v) recommend to the Chair dismissal from the course with the assignment of a failing grade. 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.

Student Portal:

The Sault College portal allows you to view all your student information in one place. **mysaultcollege** gives you personalized access to online resources seven days a week from your home or school computer. Single log-in access allows you to see your personal and financial information, timetable, grades, records of achievement, unofficial transcript, and outstanding obligations. Announcements, news, the academic calendar of events, class cancellations, your learning management system (LMS), and much more are also accessible through the student portal. Go to <https://my.saultcollege.ca>.

Electronic Devices in the Classroom:

Students who wish to use electronic devices in the classroom will seek permission of the faculty member before proceeding to record instruction. With the exception of issues related to accommodations of disability, the decision to approve or refuse the request is the responsibility of the faculty member. Recorded classroom instruction will be used only for personal use and will not be used for any other purpose. Recorded classroom instruction will be destroyed at the end of the course. To ensure this, the student is required to return all copies of recorded material to the faculty member by the last day of class in the semester. Where the use of an electronic device has been approved, the student agrees that materials recorded are for his/her use only, are not for distribution, and are the sole property of the College.

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session. At the end of class, late arrivers must provide an explanation to the professor for their tardiness.

Students are required to attend class on a regular basis because that is consistent with the “real world”. Missed classes deprive others of your insight and perspective and you are deprived of their insight and perspective. Modern business practices and learning principles support the concept of participation. Attendance is recorded. To be excused students must provide an acceptable written and dated explanation of their absence – either before the absence (if it can be reasonably anticipated) or within a day or two upon returning. A verbal explanation is always appreciated but it is considered insufficient to change my records of your attendance. Chronic absenteeism may require further documentation..

Tuition Default:

Students who have defaulted on the payment of tuition (tuition has not been paid in full, payments were not deferred or payment plan not honoured) as of the first week of *March* will be removed from placement and clinical activities. This may result in loss of mandatory hours or incomplete course work. Sault College will not be responsible for incomplete hours or outcomes that are not achieved or any other academic requirement not met as of the result of tuition default. Students are encouraged to communicate with Financial Services with regard to the status of their tuition prior to this deadline to ensure that their financial status does not interfere with academic progress.



### Missed Tests

Students are expected to be present to write all tests with the class. If a student is unable to write a test because of illness or legitimate emergency, that student must contact the professor prior to the class and provide an explanation, which is acceptable to the professor. Should the student fail to contact the professor, the student shall receive a grade of zero on the test.

Once the test has commenced the student is considered absent and will not be given the privilege of writing the test until the end of the semester. The late student must see the professor at the end of the class time and provide a suitable explanation to the professor in order to qualify to write at the end of the semester.

In order to qualify to write the missed test, the student shall have:

- a) Attended at least 80% of the classes.
- b) Provided the professor an acceptable explanation for his/her absence.
- c) Been granted permission by the professor.

NOTE: The missed test will be a comprehensive test. Should a student miss a second test the grade will be zero.