



COURSE OUTLINE

2016/2017

COURSE NAME: International Business

COURSE CODE: SMGT4460

COURSE DESCRIPTION

Many corporate decisions are affected by issues of international business. These issues can be categorized under the following areas: the global monetary system, the global trade and investment, country and social factors, operation-specific issues and the structure of international operations. This course focuses on the analysis of the above issues as well on managerial application of analytical concepts and methods to overcome barriers to the implementation and success of an international business venture. Students enrolled in SMGT4460 (International Business) may not enroll in FNCE4467 (International Finance).

Course Credits: 3.00

Pre-requisites: COMM3321

Equivalent Courses: FNCE467, FNCE4467

LEARNING OUTCOMES

OUTCOME	Upon successful completion of this course, you will be able to
1	<p>Assess the impact of globalization using a variety of indicators</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">▪ debate globalization▪ illustrate political, economic, social, technological, legal, ethical, differences amongst countries▪ examine cultural differences across international borders
2	<p>Appraise the impact of the international environment on trade and foreign direct investment</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">▪ contrast international trade theories and apply to real world trade▪ evaluate the link between foreign direct investment and trade (Balance of Payments)▪ appraise the political economy of foreign direct investment and potential barriers to investing▪ illustrate regional integration
3	<p>Examine foreign exchange</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none">▪ create a foreign exchange risk reduction strategy▪ compare differing foreign exchange mechanisms▪ interpret exchange rates and currencies in international business

4	<p>Plan and implement global corporate strategy</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> ▪ distinguish the different strategies taken by businesses ▪ design organizational structures for MNEs and SMEs ▪ plan export/import strategies ▪ locate production facilities ▪ organize international marketing strategies ▪ evaluate the methods of managing HR in international business
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STUDENT EVALUATION

OUTCOME	ACTIVITY DESCRIPTION	MARK DISTRIBUTION
1, 2, 3 and 4	Research scholarly paper(s)	35%
1, 2, 3 and 4	Current research topic analysis	30%
1, 2, 3 and 4	Final written assessment	35%
TOTAL		100%

COMPLETION REQUIREMENTS

The minimum passing grade for this course is 50% (D). Please note, however, that minimum grades or Grade Point Averages (GPAs) - term or cumulative - required for transfer, good standing in a program, eligibility for graduation, or requirements for professional designation or professional examination exemption may be higher. Students are strongly encouraged to consult with their academic advisor for more details.

STUDENT EQUIPMENT AND SUPPLIES

The JR Shaw School of Business highly recommends our students acquire and make use of a computer (laptop or tablet*) in and away from the classroom in order to successfully engage and complete JR Shaw curriculum.

Your computer will be used to access key learning resources critical to your success in the program and therefore must be in good working order. It is also important to have a battery with sufficient life to allow for use when a plug-in is not available, as your battery should be able to last throughout your daily schedule/classes. Replacement batteries can often be purchased to improve battery life on an existing computer.

At a minimum your laptop must meet the following requirements:

PC

- Windows 7 or higher
- 10 GB free hard drive space
- 2 GB memory (RAM)
- Wi-Fi connection

MAC

- OSX 10.7 or later
- 10 GB free hard drive space
- 2 GB memory (RAM)
- Wi-Fi connection

For tablets* the minimum Operating System requirements are as follows:

- Android - KitKat 4.4
- Apple - iOS8
- Microsoft - Windows 10

* Please make sure you have a dedicated keyboard and pointing device (mouse or stylus) to complement your tablet so you will not be disadvantaged when completing online activities, assignments, and assessments in and out of the classroom.

DELIVERY METHOD

This course will be taught using a variety of delivery methods which may include face-to-face, online, or blended teaching platforms. Activities such as collaborative exercises/assignments, seminars, labs, discussion, audio/visual presentations, case studies, and practicums may be used to support learning.

STUDENT RESPONSIBILITY

Enrolment at NAIT assumes that the student will become a responsible citizen of the Institute. As such, each student will display a positive work ethic, assist in the preservation of Institute property, and assume responsibility for his/her education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

EQUITY STATEMENT

NAIT is committed to providing an environment of equality and respect for all people within the learning community, and to educating faculty, staff, and students in developing inclusive teaching and learning contexts that are welcoming to all.

Leadership Review Date: April 18, 2016

Curriculum Committee Review Date: April 18, 2016

Changes to This Course Outline: Every effort has been made to ensure that information in this course outline is accurate at the time of publication. The Institute reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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ADDENDUM to NAIT Course Outline for SMGT 4460A, International Business

Instructor Name	Nermin Zukic
Office Location	S113F
Contact	nermin.zukic@keyano.ca or 780-791-4829
Office Hours	Monday 10:00 am – 11:00 am Tuesday 10:00 am – 11:00 am Wednesday 10:00 am – 11:00 am Thursday 10:00 am – 11:00 am Friday 10:00 am – 11:00 am
Hours of Instruction	Wednesday 8:00 am – 9:50 am, Friday 11:00 am – 12:50 pm

Required Resources

Cavusgil S.T., Knight G., Riesenberger J.R. (2017). International Business: The New Realities. (4rd Edition.). Pearson. A separate case study may also need to be purchased. Additional information will be provided later.

Performance Requirements

Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a student’s learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications

- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on ilearn.keyano.ca. Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

Specialized Supports

Counselling and Accessibility Services

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

SKILL Centre

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.

Exam Guidelines

PLEASE NOTE that the following [Deferred Examination Policy](#) is from NAIT. NAIT does NOT allow Supplemental Exams.



JR Shaw School of Business

DEFINITIONS

Accommodation Exams: Typically are scheduled for students with approved disabilities with the Services for Students with Disabilities (SSD).

Deferred Exam: Students unable to write an exam on the scheduled date and/or time due to illness or another serious reason (*documented circumstance*), a deferred exam may be scheduled for the student, upon approval as outlined below.

Immediate Family: Grandparents, parents, siblings, daughters/sons

Deferred Examination Policy

These guidelines apply to all deferred exams for daytime, evening, or online classes. **Students requesting an exam deferral should notify the JRSSB Business Information Centre as soon as possible in T300 or phone 780.471.8998**

1. Exams Rescheduled for Approved Documented Reasons

A. Students may be permitted to re-schedule exams for the following reasons, provided both the instructor and the Associate Chair/Chair are notified in advance of the scheduled exam AND appropriate “third party” documentation is provided to the appropriate Chair/Associate Chair within 3 business days of the start of the scheduled exam (e.g. a Monday exam would require documentation by Thursday, a Wednesday exam would require documentation by the following Monday). Weekend days and statutory holidays are **not** considered as business days.

Documented Reason	Appropriate Documentation
Personal medical/illness situations	A completed <u>physician statement form</u> , which is located in the T300 Business Information Centre. (Medical notes must be provided by a doctor. Prescription pad doctor's notes indicating you were seen in the office are NOT considered appropriate documentation.)
Death in immediate family	Obituary and death certificate of the deceased family member, evidence that the deceased is immediate family, address and contact information of the funeral home/church handling the service, and travel itinerary as appropriate.
Wedding in immediate family	Original wedding invitation, evidence that immediate family is being married, and travel itinerary as appropriate.
Documented accident	Third party documentation that clearly indicates the specific date and time of the accident, as well as provides evidence that the nature of the accident prevented the student from taking the exam, as originally scheduled.
Circumstances approved by the Program Chair/Associate Chair	As deemed appropriate by the Chair/Associate Chair

NOTE: Work is NOT an acceptable reason to re-schedule an exam.

B. The missed exam is to be re-scheduled to the earliest possible alternate day and time. Online students writing externally have within 72 calendar hours of the scheduled on-campus writing to write the exam. Requests to write beyond this 72-hour period fall within the criteria in A.

C. **Students will pay a fee of \$150.00 for ALL deferred exams.**

2. Students Arriving Late to Exams

If an exam is written late (outside of the scheduled exam period) but on the same day the exam was scheduled, a minimum 20% penalty will be assessed. If the exam is written late due to a reasonable unforeseen event such as a documented accident or poor weather conditions, the Program Chair/Associate Chair may waive the late penalty.

3. Exams Not Written Due to Approved Reasons

If it is not possible for a missed exam to be rescheduled, the Program Chair/Associate Chair in consultation with the course coordinator/instructor will decide on the appropriate action to take to make up for the missed marks.

4. Quizzes Missed or Written Late

Students may be permitted to re-schedule quizzes or have their missed grade reallocated to subsequent assessments, provided the appropriate “third party” documentation (as shown in the table above) is provided to the instructor with reasonable notice. The course instructor will make the decision regarding the approval/disapproval of the quiz deferral, as well as the method in which the student will make up the marks missed.

Topic Outline

Change Management is the academic discipline which examines how environmental, psychological and sociological factors affect the change process. This course examines human reactions, forms of resistance and the elements that drive companies and individuals to implement change.

WEEK	CLASS DATE	ACTIVITY
1	January 11, 13	Introduction; Chapter 1 – What is Int’l Business
2	January 18, 20	Chapter 2 – Globalization of Markets and the Internationalization of the Firm
3	January 25, 27	Chapter 3 – Cultural Environment of Intl Business
4	February 1, 3	Chapter 5 – Theories of Intl Trade Investment
5	February 8, 10	Chapter 6 – Political and Legal System in National Environments Chapter 7 – Gov’t Intervention and Regional Economic Integration
6	February 15, 17	Chapter 8 – Understanding Emerging Markets
7	February 22, 24	Chapter 9 – The International Monetary and Finance Environment
8	March 8, 10	Chapter 11 – Strategy and Organization in the International Firm Chapter 13 – Exporting and Global Sourcing
9	March 15, 17	Chapter 14 – FDI and Collaborative Ventures Chapter 15 – Licensing Franchising and Other Conceptual Strategies
10	March 22, 24	Chapter 16 – Marketing in the Global Firm
11	March 29, 31	Chapter 17 – HRM in the Global Firm
12	April 5, 7	Presentations
13	April 12, 13	Presentations

Reading Break is February 27 – March 5th

Please Note:

Date and time allotted to each topic is subject to change.

Authorization

This course outline has been reviewed and approved by the Program Chair.

Nermin Zukic, Instructor

Business Chair

Date Authorized

Vincella Thompson, Dean

Date Authorized

Signed copies to be delivered to:

Instructor

Registrar's Office