

**BUS308
International Business**

Spring Term 2023
Tuesday 7:00 – 9:45 p.m.
Thursday 7:00 – 9:45 p.m.

Classroom
Ed 623

Exam
May 30th, 7pm

Professor: Maggie Austring
E-mail: maggie.austring@uregina.ca
URCourses: <https://urcourses.uregina.ca/login/index.php>

Important Information

The class will be delivered in both in-person and remote formats.

IMPORTANT:

1. At the beginning of the course, [you will be required to select which format you will use \(cannot switch after\)](#). You will have the best experience learning in classroom. If you attend remotely, you must present a VALID REASON why you can't attend class in person and must have your video on at all times - you must receive the Instructor's advance permission. Remote exams will use ProctorTrack software.
2. If you are approved by the instructor to attend remotely:
 - You have to present in front of the camera and NOT turning off the camera at all time. Not leaving the seats or doing something else. Otherwise, you will be deregistered from online class during the same class.
 - You will attend class with a computer, not from a phone, not at work, not commuting at all time. No Zoom background allow. Otherwise, you will be deregistered from online class during the same class.
3. If you miss more than 2 classes, you will not pass the course.

Course Description

This introductory course surveys various issues in international business. Major topics to be covered include:

1. The general aspects of international business: the nature of international business; the economic, political and socio-cultural contexts of international business; and the global institutions for international business.
2. The functional aspects of international business: international finance, international marketing and R&D, international production, and international human resource management.
3. The management aspects of international business: the organizational challenge for multinationals, international market entry, the implementation of multinational strategy, and the managerial implications. Business ethics / corporate social responsibility in international business and the future of multinationals are also covered.

Assignments: Readings and Exercises

You will be working primarily from a textbook. Concepts and how they apply in organizations may appear simple on the surface, but typically, they are more subtle, complex and difficult to apply. To understand the material covered in this course, it is crucial that you read the material (text and case) before class sessions so that you can contribute thoughtfully to the class discussions and exercises. It is also essential that applications assignments be prepared prior to class meetings in the manner indicated by the syllabus. It is your responsibility to note these assignments ahead of time. During the semester, we will have guest speakers and you will get an advance notice concerning forthcoming conferences.

Required Texts

Hill, C. W. L., & McKaig, T. 2022. *Global Business Today* (12th Canadian Edition). Toronto: McGraw-Hill Ryerson. ISBN13: 9781264067503.

Supplemental Readings

Other relevant readings are posted on the UR Courses site and/or referenced in class. These will be helpful for a fuller understanding of the subject matter and in-class discussions.



Ground Rules & Important Information To Know

This is a business course. Accordingly, an appropriate level of professionalism is expected:

- ABSOLUTELY No texting, emailing, instant messaging, and phone calls during class
- All students are required to have a name card displayed during EACH class
- You are expected to attend every class and to arrive to class prior to the start time.
- Family/winter vacation is not a valid reason for missing a midterm exam, final exam, group presentation, or any classes.
- Participation is important for this course – 15% course mark
- Participation marks for each class range from 1-1.5% of your grade. (look at course outline for complete detail)

Please note:

- Coming to class late or leave early will affect your attendance/participation mark. E.g. 1-15 mins late = 1/8 class, 16-30 mins late = missing 1/4 class ...etc
- If you miss classes for any reasons, you will miss participation marks
- No makeup **Exam (May 30th, 7pm)**
- I don't do favouritism. I will treat everyone fairly with the marks that they earn, not based on their needs regarding scholarship GPA requirement or to change their poor peer evaluation because they didn't contribute much to their group project.
- Email me only at maggie.austring@uregina.ca , NOT on URCourses please
- Take notes during class, video discussions, and group debates – you will see them in exams.
- Read the textbook chapters thoroughly for both exams
- Want to talk to me? I am usually available after class.

Grading

International Business in Current Event	15%
Class participation	15%
Mid Term	35%
Group Project & Presentation	35%



International Business in Current Events (15%)

2 Persons Presentation

Two students will be paired in a group to conduct research for this presentation. The objective is to discover a “current event” (within 12 months) that is relevant to the lecture on the same day as your presentation. The current events can occur in Canada or internationally. At the beginning of each class, students will be given 5 minutes each to discuss a current event of a given subject. On your presentation date, you are required to submit a Power Point file with the following requirements to (maggie.austring@uregina.ca) latest by noon/12pm and present in class:

PowerPoint Presentation:

1. The cover page needs to clearly identify if it is successful/failure strategy used in the article, if applicable.
2. Provide a BRIEF background – Max 1 min

Important:

3. Name “international business strategies” used in the article
4. Analyze/Explain what makes it successful/failure
5. Apply terms and theories learned in this course in the analysis (minimum 15 terms/theories)
6. “Bold” each course term you used
7. At the end of the Power Point file, number all terms you have used with their definitions. You don’t need to present these terms in the 5 mins presentation, but I will ask you to explain what some of the terms mean to the class after your presentation.

Tips on how to do well in presentation:

- I will time each presentation to maximum 5 minutes. Prepare the speech and practice/time yourself accordingly. Practice. Practice.
- You will present in Zoom (both students will present equally). Please learn how to “SHARE” a Power Point File using Zoom on your own.

IMPORTANT:

Please refer to the “class schedule” at the end of the “Course Outline” document on URCourses for suitable subjects/ideas.

No makeup presentations for students who miss their scheduled presentations.

Students will be given a grade from 0-15%, depending on how well they fulfil the following requirements:

BUS308 Current Event Presentation

Students have maximized the 5 mins allowed (but not over 5 mins) on the subject matter	0.5	1	1.5	2
Important: Students have thoroughly demonstrated/applied proper knowledge covered in the course	2	4	6	8
Students have “quoted” proper international business Theories/logics/terms covered in this course (min 15)	2	3	4	5
			TOTAL	/15



Group Project/Presentation (35%)

Students (about 3-4 students in each group) will be assigned with a project subject during the first class.

IMPORTANT: Students must PROVIDE ALL REQUIRED ITEMS in the project outline.

Tips: You will want to start your research early in the semester to obtain a good grade.

Diligent research is important. You will be required to research and present one of Saskatchewan's main exporting countries with a list of requirements. You will submit a paper (approximately 20 pages excluding cover page, graphs/charts, and references) **and** a Power Point presentation file on June 18th by noon. You must submit a list of APA references to demonstrate the extent of the research conducted for your debate. APA Reference Deadline: Hand it in before you start your debate on your presentation date, hard copy only.

35% will be allocated to your group project. The grade given by the instructor will be calculated again based on the peer evaluation made by your fellow group member.

Example 1 – your group contribution is the same as the rest of the team:

- Your debate group mark is 80%. If your peer evaluation score is 100% which means your team have evaluated your contribution equally theirs, you final debate mark is 80% ($80\% \times 100\% = 80\%$).

Example 2 – your group contribution is less than the rest of the team:

- Your debate group mark is 80%. If your peer evaluation score is 70% which means your team expressed that you have not been contributed nearly as much as the rest of the team, you final debate mark is 56% ($80\% \times 70\% = 56\%$).

Example 3 – your group contribution is greater than the rest of the team:

- Your debate group mark is 80%. If your peer evaluation score is 110% which means your team expressed that you have not been contributed nearly as much as the rest of the team, you final debate mark is 88% ($80\% \times 110\% = 88\%$). The cap is 110% maximum.

Why do we have this evaluation system? No one likes free loaders. This system promotes a positive work ethics right in the business ethics class! **Please do not to be selfish and mean, but to be honest and fair!** An evaluation grid for presentations is attached below:



BUS308
Evaluation of Group Project

Date: _____

Subject: _____

Names of Presenter: _____

Students have maximized the 25mins allowed (but not over 25 mins) on the subject matter	1	2	3	4	5
Students have fulfilled ALL project requirements	2	4	6	8	10
Students have thoroughly demonstrated knowledge covered in the course	3	6	9	12	10
Students have applied minimum 20 course terms # of terms applied: _____	2	4	6	8	10

TOTAL **/35**



BUS 308 - Peer Evaluation Form

(**Each group member** has to submit this form before June 8th noon 12pm.)

Project Topic: _____

Your Names: _____

This peer evaluation should rate each member's contributions to the project. To complete the form, you are asked to estimate the percentage contribution of each group member to the completion of each presentation. You are asked to estimate the percentage contribution of each group member.

Group member names (including yourself)	Time/Effort/Contribution (%)
1.	
2.	
3.	
4.	
5.	
Be sure this sums to 100%	

If there are any **major** discrepancies in the table above: *You must explain your reasons for making any significantly uneven allocations* in the space below.

Explanation of discrepancies and/or additional individual comments (Please feel free to provide further comment on a separate page):



Class Attendance and Participation (15%)

Because this course relies heavily on applications and discussions of materials, 15% of your final grade will be determined from class contribution.

1. Participation is very important in this class and I take it seriously.
2. The participation mark for each class ranges from 1-1.5% of your grade. Attending and participating each lecture is 1%. Project presentation classes are 1.5% (0.5% for each presentations) – I encourage you to learn from each group and ask good questions.
3. Your participation mark comes in 2 parts: attendance & participation for EACH CLASS (50/50).

How to get a good attendance mark:

- If you attend half of a class, you will only get half of the attendance mark for that class

How to get good participation mark:

1. Read the suggested chapters and PowerPoint files listed in the class syllabus for each class – it will help you to answer my questions during the class.
2. Pulling your own weight on group projects and participating enthusiastically in classroom activities: Being an active participant in class and group discussions.
3. Making observations that integrate concepts and discussions.
4. Citing relevant personal examples.
5. Please post all your questions in URCourses and I also encourage you to answer other classmates' questions. Please DO NOT email me in URCourses. If you participate well (both in class and on URCourses), you get full participation mark (every class counts separately).
6. I would love to give you the full 15%, but it is really up to you what you are going to get.



EXAM (35 Points)

There will be one midterm exam. The exam can be a combination of multiple-choice and short-answer formats, and will be worth 25 percent of the course mark.

Midterm exam date/time: May 30th at 7pm

If you miss the mid-term exam, no make up exam will be provided and the marks will be deferred to the final only if an authentic doctor note is provided, no exceptions.

Plagiarism

The Faculty of Business Administration of the University of Regina may punish offending students in any manner that they deem fit. The University regards this form of cheating as a serious offence. Please consider yourself warned.

University policy on plagiarism: http://www.uregina.ca/gradstudies/calendar/policy_univ.shtml



BUS 308 - CLASS SCHEDULE (TENTATIVE)

WE EK	DATE	TOPICS	PARTICIPATION Mark 15%	PPT	Chapter
1	May 4	<ul style="list-style-type: none"> • Course Introduction • Project Grouping • Group Presentation order • Current event presentation order • Globalization (11) 	/1	Intro 1	1
2	May 9	1. Current Events presentation (Country Differences in Political Economy) <ul style="list-style-type: none"> • Country Differences in Political Economy (14) • Class Project (May 9 th last day to drop course)	/1	2	2
2	May 11	2. Current Events presentation (Cultural Environment) <ul style="list-style-type: none"> • Cultural Environment (14) 3. Current Events presentation (Poor Ethics in International Business) <ul style="list-style-type: none"> • Ethics in International Business (11) 	/1	3 4	3 4
3	May 16	<ul style="list-style-type: none"> • Regional Economic Integration (7) 4. Current Events presentation (Foreign exchange/Failure example) 5. Current Events presentation (hedging/Successful example) <ul style="list-style-type: none"> • The Foreign Exchange Market (13) 	/1	8 9	8 9
3	May 18	6. Current Events presentation (Global Strategy/Failure example) <ul style="list-style-type: none"> • Global Strategy (15) 7. Current Events presentation (Entering Foreign Market/Failure example) 8. Current Events presentation (Entering Foreign Market/Successful example) <ul style="list-style-type: none"> • Entering Foreign Market (8) 	/1	11 12	11 12



4	May 23	<p>9. Current Events presentation (Exporting/Failure example)</p> <p>10. Current Events presentation (Exporting/Successful example)</p> <ul style="list-style-type: none"> • Exporting, Importing, and Countertrade (8) <p>11. Current Events presentation (Global Marketing/Failure example)</p> <p>12. Current Events presentation (Global Marketing/Successful example)</p> <p>13. Current Events presentation (Global Advertising/common mistakes and funny examples)</p> <ul style="list-style-type: none"> • Global Marketing and R&D (15) 	/1	13 14	13 14
4	May 25	<p>14. Current Events presentation (Global Production, Outsourcing, Logistics/Failure example)</p> <p>15. Current Events presentation (Global Production, Outsourcing, Logistics/Successful example)</p> <p>16. Current Events presentation (Global Production, Outsourcing, Logistics/Failure example)</p> <ul style="list-style-type: none"> • Global Production, Outsourcing, and Logistics (13) 	/1	15	15
5	May 30	<p>Mid Term Exam - <u>Not</u> open book</p> <ul style="list-style-type: none"> • Chapter 1,2,3,4,8,9,11,12,13,14,15 <p>17. Current Events presentation (Smart Lessons Learned in IB)</p> <p>18. Current Events presentation (Smart Lessons Learned in IB)</p> <p>19. Current Events presentation (Smart Lessons Learned in IB)</p>	/1		
5	June 1	<ul style="list-style-type: none"> • Project Workshop 	/1		
6	June 6	<p>1. Group 1 Presentation</p> <p>2. Group 2 Presentation</p> <p>3. Group 3 Presentation</p>	/1.5		
6	June 8	<p>4. Group 4 Presentation</p> <p>5. Group 5 Presentation</p> <p>6. Group 6 Presentation</p>	/1.5		
7	June 13	<p>7. Group 7 Presentation</p> <p>8. Group 8 Presentation</p> <p>9. Group 9 Presentation</p>	/1.5		
7	June 15	<p>10. Group 7 Presentation</p> <p>11. Group 8 Presentation</p> <p>12. Group 9 Presentation</p> <ul style="list-style-type: none"> • Course wrap up 			

