



COURSE TITLE: Introduction to International Business, Winter 2016
COURSE NUMBER: COMM 303
INSTRUCTOR: Dr. Jin Gao
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OFFICE HOURS: 12:00 pm-14:50 Thursday or by appointment

Information regarding the School of Business at UNBC can be found at: <http://www.unbc.ca/business>

COURSE DESCRIPTION: This course introduces the students to the global setting in which international business decisions are made. Emphasis is placed on the factors which are relevant to decision making, and a wide range of international business functions (e.g. marketing, finance, human resources management) and international business forms (e.g. import-export, foreign manufacturing, joint ventures).

COURSE OBJECTIVES: The main objectives of this course are:

- 1) to develop a general environmental framework for international business studies by drawing on international and development economics, research into government business relations, and studies into comparative socio-cultural and political systems.
- 2) to refine students' presentation skills in the context of the international business arena

REQUIRED TEXT: Hill, Charles W.L. & Thomas McKaig, Global Business Today 4th Canadian edition, McGraw Hill Irwin 2015

COURSE ASSIGNMENTS AND GRADE WEIGHTING

Assignment	Due Date	Grade Weight
Group Homework 1	Feb 24 2015	15%
Group Homework 2	Mar 30 2015	15%
Group Case Report and Presentation	See schedule below	20%
Final Exam	See exam schedule	40%
Class participation	N/A	10%

ASSIGNMENT DESCRIPTION:

The group case and two homework assignments will be conducted in groups of 4 students. The group case and 2 assignments must be typed and printed, not handwritten. They must have cover pages with students' names and student numbers printed, and signatures of every student. Late work will not be accepted.

GROUP CASE REPORT AND PRESENTATION: Each student will be a member of a 4 person team that will write a case report and make a presentation on a closing case for a chapter in the textbook. The assignment of the cases to the groups will be determined in a lottery on Jan. 20. You should form your teams by Jan 20. Your case report and presentation will be based on the assigned case. But you should collect more information related to the case. All the questions at the end of the case in the textbook must be addressed, but your report and presentation should not be limited to only these questions. Be aware that your report is an essay, not homework in the format of Q & A.

The team will each make a 15-16 minute presentation, followed by an 8 minute Q&A session.

Each team must also prepare a 7-page report, consisting of a 5-page text, a 7th page citing the sources of your information, and a cover page with the case title, printed name, student number and signature of each team member. Another 1 or 2 pages of appendix is also allowed. After each presentation the group will be expected to field 4 questions from the class and the teacher.

Each team must prepare a bibliography (the 7th page), to be submitted to the instructor citing a minimum of 7 different sources used to investigate your case.

The case report will be in WORD format, double spaced.

Grades for the presentations will be available only once all the presentations have been made, and will be based on the instructor's evaluation of the group's presentation, case report, and bibliography. A rough draft of the case report must be emailed to the teacher one week before the presentation date for him to design questions for presentations. The presentation PPT file must be emailed to the teacher by 9 pm the night before presentation. The case report is due at the start of class on the presentation date, not due after presentation.

NO LATE REPORTS WILL BE ACCEPTED.

THE FINAL EXAM will be 3 hrs. in length.

FURTHER REQUIREMENTS

You should form groups of 4 students within the first three weeks of class. Any group that does not consist of 4 members requires my special approval.

The instructor reserves the right to change the course schedule. Students are responsible for all class announcements concerning assignments, course information and schedule changes whether or not they are in attendance.

Students who attend less than 50% of the regular course hours **will not be permitted to write the final exam.**

The following are required in order to obtain any participation marks:

Each student must prepare a legible "tent" name card – handwritten or computer printed, large font, first name only- **to be placed in front of you at each lecture** (at least until I know your names).

Each student must either answer and/or raise at least 3 questions in class for the semester in order to get full participation marks of 10 points. Satisfactory attendance is also required.

Copies: Students are required to keep a copy of ALL written assignments. Also, it is generally a good idea that at least two members of each group have a hard copy of their case report to submit on the due date in the event that one member of the group is ill or has transportation problems.

GRADING SYSTEM

<u>Excellent</u>	A+	=	90-100
	A	=	85-89
	A-	=	80-84
<u>Good</u>	B+	=	77-79
	B	=	73-76
	B-	=	70-72
<u>Satisfactory</u>	C+	=	67-69
	C	=	64-66
<u>Marginal</u>	C-	=	60-63
	D+	=	57-59
	D	=	53-56
	D-	=	50-52
<u>Failure:</u>	F	=	below 50

CONDUCT DURING AN EXAM

Students must be prepared to present appropriate identification upon entering the examination room. Appropriate identification is defined as a UNBC student card and/or some other form of photo identification acceptable to the proctor. The following regulations apply to the conduct of examinations:

- a. Books, papers, or other materials or devices must not be in the possession of the student during an exam except by the express permission of the examiner. Specifically, without such permission no laptop computers, mobile phone sets, handheld electronic devices or the like may be in possession of the student in the examination room (see Regulation 43 (b)).
- b. No candidate is permitted to enter the examination room more than 30 minutes after the beginning of the examination, or permitted to leave within 30 minutes after the examination has started.
- c. Candidates must not communicate in any way with other candidates in the examination room.
- d. Candidates must not leave their seats, except when granted permission by the proctor.
- e. Candidates must turn in all materials, including rough work, upon leaving the examination room.
- f. Food and beverages other than water are not permitted in the examination room unless permitted by the instructor.

In addition to the above comments on examinations, please see the calendar regarding details on UNBC expectations.

MISSING AN EXAM

Advance notice must be given when a student is unable to appear for an examination. Only duly authenticated bereavement, illness and legitimate reasons are admissible justifications for absence from a scheduled examination (eg. Writing an LSAT or CGA exam and there is a time conflict).

Do not schedule travel during the exam period that may conflict with your final exam!

IF YOU MISSED A FINAL EXAM

Satisfactory explanation, with supporting documentation as appropriate, for any final examination missed must be made by the student or designate to the Office of the Registrar within 48 hours from the time the examination was written.

Within 48 hours of receiving a submission, the Registrar or designate may direct the Program under which the course is offered to arrange the writing of a special examination in the case of an examination which was missed.

Normally, for explanations of sickness, a doctor's certification is required

PLAGIARISM AND MISCONDUCT

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar.

A definition of academic misconduct includes:

Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct there are both grade penalties and disciplinary penalties. Before there is any intention (on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

RESPECT

Please demonstrate respect to your fellow students who express their thoughts and explore new ideas in the course.

ETHICAL STANDARDS

The following behaviors are considered unethical:

- Telling the instructor that you "need" a certain grade
- Asking for extra assignments for the purpose of raising a grade
- Asking that the grade be raised because it is very close to the next higher grade
- Asking that the grade be raised because you did very well on one part of the course or grading scheme
- Asking for a higher grade because you don't like the grading scheme
- Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason
- Asking to be treated better than other students by making an exception to the rules
- Asking for any other unfair advantage in grading.

ACCESS RESOURCE CENTRE

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please feel free to meet with the instructor to review your specific needs or contact the Access Resources Centre located in the Teaching and Learning Centre, Main Floor West Block Room 10-1048 Tel 250-960-5682 or via email arc@unbc.ca For more information, please visit their website www.unbc.ca/arc

ACADEMIC ADVISING

For academic advising please contact the Recruitment and Advising Centre Room 7-714, by email: advising@unbc.ca or via phone at 250-960-6494.

ACCESS SUCCESS CENTRE

For tutoring online or in person; download handouts on writing, math, and referencing; receive study assistance; and much more, please see the Academic Success Centre. Their website is www.unbc.ca/asc

The Academic Success Centre is committed to supporting and enhancing student learning and to providing the skills students will need to become life-long learners. Through collaborative partnerships, we offer services and resources that empower students to take responsibility for their own learning. Our students' success is our ultimate measure of accomplishment.

This site provides you with access to:

- Free online tutoring
- Downloadable handouts for writing, study skills, math, and presentation skills
- Access to self assessment sites for learning styles, grammar, math, etc.
- Information about face-to-face tutoring and how to book an appointment
- Special programs and workshops offered through the Centre

For more information, please contact the Academic Success Centre located in the Teaching and Learning Building, Room 10-2584 or via Tel 250-960-6367 Fax 250-960-5425 or via email asc@unbc.ca. Their website is www.unbc.ca/asc

COURSE SCHEDULE & READINGS

<u>Class</u>	<u>Topic</u>	<u>Readings</u>
1: Jan 6	Introduction & Globalization	Ch 1
2: Jan 13	National Differences & Cultural Differences	Ch 2 & 3
3: Jan 20	Cultural Differences & Ethics	Ch 3 & 4
4: Jan 27	Trade Theory & Political Issues	Ch 5 & 6
5: Feb 3	Foreign Direct Investment	Ch 6 & 7
6: Feb 8-12	No Classes Mid-term Break	
7: Feb 17	Regional Integration	Ch 8
8: Feb 24	Foreign Exchange Market Homework 1 due	Ch 9
10: Mar 2	Pres #1 (Closing case, Ch 1) & Global Monetary Systems	Ch 10
11: Mar 9	Pres #2 (Closing case, Ch 5) & Global Strategy	Ch 11

12 : Mar 16	Pres #3 (Closing case, Ch 7) & Entering Foreign Market	Ch 12
13: Mar 23	Pres #4 (Closing case, Ch 8) & Global Marketing and R & D	Ch 14
14: Mar 30	Global Production & Exam Review Homework 2 due.	Ch 15
15: April 6	Exam Review	