

# COURSE SYLLABUS



COURSE TITLE: BUS 360 Global Business Strategies

CLASS SECTION: 01

TERM: Winter 2022

COURSE CREDITS: 3

DELIVERY METHOD(S): Lecture

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

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*Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

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**NAME:** Melissa McLean, MEd, MBA

**EMAIL:** [mcleanm@camosun.bc.ca](mailto:mcleanm@camosun.bc.ca)

**OFFICE:** CBA 231-C

**HOURS:** Thursdays, from 5:00 pm – 5:45 pm, or by appointment

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

## CALENDAR DESCRIPTION

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This course explores the globalization of products and services. It introduces the constantly evolving realities of global business and helps students tackle the challenges of a complex multicultural, and a globally competitive environment. Students will study global business issues such as economic, financial, cultural, political, and legal issues affecting the global business strategies.

### PREREQUISITE(S):

All of:

- C in any [ECON](#) course
- C in any School of Business 200-level course

Or all of:

- Bachelor's degree from a recognized post-secondary institution

**Notes:** It is recommended that students complete at least 20 courses of the Bachelor of Business Administration or Bachelor of Sport & Fitness Leadership or Bachelor of Sport Management program. Only one of BUS 260 or BUS 360 may be used towards a Camosun College credential.

- CO-REQUISITE(S): None

## COURSE LEARNING OUTCOMES / OBJECTIVES

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This course is intended to establish a sound understanding of international business and the factors within our dynamic global environment.

By the end of this course, students should be able to:

- Assess the impact of globalization on world markets for resources, goods and services and explain how international factors explain domestic concerns
- Explain how the complexities of culture affect international business processes
- Conduct secondary research on key economic indicators and market potential indicators to assess a country's attractiveness
- Assess the impact of economic, legal, and political systems on international business
- Identify factors contributing to political or overall risk and identify approaches to managing it
- Demonstrate an understanding of trade theories and regional economic integration in order to categorize the different regional trading groups
- Compare and contrast the positive and negative consequences of foreign direct investment
- Explain the fundamentals of monetary systems and international financial markets
- Identify various entry modes to foreign markets

## REQUIRED MATERIALS AND RECOMMENDED PREPARATION / INFORMATION

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- a) **Textbook:** Wild, J. and Wild, K. (2019). *International business*. (9th ed.). Pearson. Purchases of new textbooks include access to Pearson's MyLab resources, including an e-text. Registration instructions are available on the BUS 360 D2L site. Our unique course ID is: mclean93342
- b) Readings as assigned by the instructor

## COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITIES / EVALUATION

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The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

*Please note: Unless otherwise stated, all assignments are due at 11:59 pm, local time in Victoria, BC.*

Week	Class	Topic	Assigned Readings	Activities and Assignments / Due Dates
1	Jan. 13	Globalization	Ch. 1	Welcome & Course Overview <b>Team Project:</b> Overview
2	Jan. 20	Political Economy and Ethics Economic Development	Ch. 3 Ch. 4	<b>Lab One:</b> due Sat., Jan 22 <b>D2L Quiz One</b> (Ch. 1 & 3) due Sun., Jan. 23
3	Jan. 27	Cross-Cultural Business	Ch. 2	<b>Assignment:</b> Globalization and Culture report due Thurs., Jan. 27 <b>at 6:00 pm</b> / <b>Project:</b> Form teams <b>D2L Quiz Two</b> (Ch. 2 & 4) due Sun., Jan. 30

Week	Class	Topic	Assigned Readings	Activities and Assignments / Due Dates
4	Feb. 3	Library Research: Annotated Bibliography	Slides	<b>Team Project: Team Charter, with Gantt Chart</b> (and emerging market country request) due Tues., Feb. 1 <b>Guest Speaker:</b> Margie Clarke, Camosun Librarian (invited)
5	Feb. 10	International Trade Political Economy of Trade	Ch. 5 Ch. 6	<b>Team Project: Annotated Bibliography</b> (Partner assignment) due Sat., Feb. 12 <b>D2L Quiz Three</b> (Ch. 5 & 6) due Sun., Feb. 13
6	Feb. 17	<b>Mid Term Exam</b>		<b>Mid Term Exam</b> (Ch. 1 – 6) Thurs., Feb. 17 <b>in class</b> <b>Lab Two:</b> due Sat., Feb. 19
7	Feb. 24	<b>Reading Break (No class this week)</b>		
8	Mar. 3	Foreign Direct Investment and, Regional Economic Integration	Ch. 7 Ch. 8	<b>Lab Three:</b> due Sat., Mar. 5
9	Mar. 10	Corporate Social Responsibility	Assigned Reading in D2L	<b>Team Project: Report One</b> due Mon., Mar. 7 <b>Team Project: Self and Peer Evaluation One</b> due Tues., Mar. 8 (Individual submission)
10	Mar. 17	International Financial Markets and, International Monetary System	Ch. 9 Ch. 10	<b>Lab Four:</b> due Sat. Mar. 19 <b>D2L Quiz Four</b> (Ch. 7 & 8) due Sun., Mar. 20
11	Mar. 24	International Strategy and Organization	Ch. 11	<b>Case Study assignment</b> due Sat., Mar. 26 <b>D2L Quiz Five</b> (Ch. 9 & 10) due Sun., Mar. 27
12	Mar. 31	Analyzing International Opportunities	Ch. 12	<b>D2L Quiz Six</b> (Ch. 11 & 12) due Sun., Apr. 3
13	Apr. 7	Selecting and Managing Entry Modes	Ch. 13	<b>Team Project: Final Report</b> due Sun., Apr. 10
14	Apr. 14	Presentations and Course Wrap Up		<b>Team Project: Team Presentations and Presentation Slides due in class Thurs., Apr. 14 at 6 pm</b> <b>Team Project: Individual Contribution Form (one per team) and Peer and Self-Evaluation Two</b> (individual submission) due Fri., Apr. 15
		Final Exam		<b>Final Exam: Written during Winter 2022 final exam period</b> (April 19 - 27) Do not make travel plans prior to April 28

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advance notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
<b>Assignments and Labs</b> <ul style="list-style-type: none"> <li>Globalization and Culture report (Individual)</li> <li>Labs (Four @ 2% each) (One individual lab and three team labs)</li> <li>Case Study</li> </ul>	25% 7% 8% 10%
<b>Quizzes and Exams</b> <ul style="list-style-type: none"> <li>D2L Chapter Quizzes (Best five out of six quizzes)</li> <li>Mid Term Exam</li> <li>Final Exam</li> </ul>	35% 5% 10% 20%
<b>Team Project: Emerging Country Market Investment Report</b> Students will select an emerging country, conduct an external environmental assessment, and make business investment recommendations. <ul style="list-style-type: none"> <li>Team Charter and Project Gantt Chart (Team) (Required)</li> <li>Annotated Bibliography (5%) (Partner assignment)</li> <li>Report One and Gantt Chart for Final Report (10%) (Team Assignment)</li> <li>Final Report (15%) (Team Assignment)</li> <li>Presentation (6%) (Team Assignment)</li> <li>Self and Peer Evaluations (2 @ 2% each) (Individual Assignment)</li> </ul> <p><i>Note: Each team is required to submit a completed Individual Contribution document</i></p>	40%
If you have a concern about a grade you have received for an evaluation, please contact me as soon as possible. Refer to the <a href="http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf">Grade Review and Appeals</a> policy for more information. <a href="http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf">http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf</a>	TOTAL 100%

COURSE GUIDELINES AND EXPECTATIONS

Late Policy

- You must submit assignments by the due date. A grade of zero is assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm exam, or final exam.
- EXAM DATES WILL NOT BE RESCHEDULED.** Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that are documented in writing, and the reason accepted by the instructor. Advise your instructor of your situation promptly.

Assignment Formatting

- The School of Business uses APA 7 style for formatting assignments and citing references. Proper citations and formatting using APA 7 style will be required. See Camosun College (2018) Library Citation Guide retrieved from: <https://camosun.libguides.com/apa7>
- Save your assignment files in Word format only (**not PDF**) and upload your assignments to

D2L or as otherwise directed. If an instructor cannot open your file or if you have uploaded an incorrect file, you will receive a grade of zero.

- In-text citations for quotes, paraphrasing, and references must be consistent with APA 7 standards.
- Grammar, spelling, style and APA 7 formatting, citations and referencing will be assessed as part of your assignment grade.
- All submitted work must be properly referenced to sources where required by your instructor.

Unless otherwise specified, you are to submit your own work; any collaborated work (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy, viewable here:

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf>

## STUDENT RESPONSIBILITY

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

## SUPPORTS AND SERVICES FOR STUDENTS

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Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>

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Support Service	Website
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

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If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

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## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

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### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e., physical, depression, learning, etc.). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

### Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the “Attendance” section under “Registration Policies and Procedures”

(<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun’s Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student’s right to choose what is right for them. For more information see Camosun’s Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-3703841

### Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College’s Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College’s expectations of academic integrity and student behavioural conduct.

**Changes to this Syllabus:** Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College 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.