

COURSE SYLLABUS



COURSE TITLE: BUS 360

CLASS SECTION: 001

TERM: Winter 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): Face-to-face, lecture

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

INSTRUCTOR DETAILS

NAME: Melissa McLean, MEd, MBA

EMAIL: mcleanm@camosun.ca

OFFICE: CBA 231-C

HOURS: As posted in D2L, and by appointment (in-person or virtual meeting)

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

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.

Prerequisites

All of:

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

Or all of:

- Bachelor 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.

COURSE LEARNING OUTCOMES / OBJECTIVES

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

Wild, J.J. & Wild, K.L. (2023). *International Business: The challenges of globalization*. (10th ed.) Pearson.

Please see our D2L course website (Content/Pearson MyLab) for Pearson MyLab/Revel registration information (including for e-text.)

Ivey Case Study: Students will need to purchase a case study package for approximately \$10. Purchase instructions will be provided in class and posted on D2L.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

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, assignments are due at 11:59 pm

Week	Topic(s)	Assigned Readings	Activities and Assignments and Due Dates
1 Jan. 8 - 14	Course Overview Globalization	Ch. 1	Review course D2L website
2 Jan. 15 - 21	Political, economic, and legal systems	Ch. 4	D2L Quiz One (Ch. 1) due Sun., Jan. 21 Lab One: due Tues., Jan 23

3 Jan. 22 - 28	Cross-Cultural Business	Ch. 3	Globalization and Culture report due Wed., Jan. 24 at start of class Globalization and Culture discussion Wed., Jan. 24 (in class) / Teams formed D2L Quiz Two (Ch. 4) due Sun., Jan. 28
4 Jan. 29 – Feb. 4	Economic Development of Nations	Ch. 5	Team Project: Team Charter, and request for emerging market due Wed., Jan 31 at start of class (hard copy) D2L Quiz Three (Ch. 3) due Sun., Feb. 4
5 Feb. 5 - 11	International Trade Theory	Ch. 6	Lab Two: due Sun., Feb. 11 D2L Quiz Four (Ch. 5 and 6) due Sun., Feb. 11
6 Feb. 12 - 18	Governments and Trade / Regional Economic Integration	Ch. 7 Ch. 9	Team Project: Annotated Bibliography due Sun., Feb. 18 D2L Quiz Five (Ch. 7 and 9) due Sun., Feb. 18
7 Feb. 19 - 25	Reading Break No classes this week		
8 Feb. 26 - Mar. 3	Ethics, Social Responsibility and Sustainability Mid-Term Exam One	Ch. 2	Mid-Term Exam One (Ch. 1, 3, 4, 5, 6, 7, 9) Wed., Feb. 28 in class Lab Three: due Sun., Mar. 3
9 Mar. 4 - 10	Foreign Direct Investment	Ch. 8	Team Project: Report One and Individual Contribution Sheet due Sun., Mar. 10 D2L Quiz Six (Ch. 8) due Sun., Mar. 10
10 Mar. 11 - 17	International Financial Markets / International Monetary Systems	Ch. 10 Ch. 11	Team Project: Self and Peer Evaluation One due Mon., Mar. 11 (Individual submission) Lab Four: due Sun., Mar. 17 D2L Quiz Seven (Ch. 10 and 11) due Sun., Mar. 17 Case Study assignment due Sun., Mar. 17
11 Mar. 18 - 24	International Strategy and Organization / Analyzing International Opportunities	Ch. 12 Ch. 13	Lab Five: due Sun., Mar. 24 D2L Quiz Eight (Ch. 12 and 13) due Sun., Mar. 24
12 Mar. 25 – 31	Mid-Term Exam Two		Mid-Term Exam Two (Ch. 2, 8, 10, 11, 12, 13) Wed., Mar. 27 in class
13 Apr. 1 – 7	Selecting and Managing Entry Modes No class Apr. 1 (College closed)	Ch. 14	Team Project: Report Two due Sun., Apr. 7
14 Apr. 8 - 12	Team Presentations		Team Project: Team Presentations: due Mon., Apr. 8 and Wed., Apr. 10 (Upload presentation slides to D2L by Wed., Apr. 10) Team Project: Individual Contribution Form (one per team) and Peer and Self-Evaluation Two (individual submission) due Thurs., Apr. 11 D2L Quiz Nine (Ch. 14) due Fri., Apr. 12

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 advanced notice is required. Deadlines can be reviewed on the [CAL exams page](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
<p>Assignments and Labs</p> <ul style="list-style-type: none"> • Globalization and Culture report (Individual) • Labs (Five at 1.6% each; one individual and four team labs) • Case Study 	<p>25%</p> <p>7%</p> <p>8%</p> <p>10%</p>
<p>Quizzes and Exams</p> <ul style="list-style-type: none"> • D2L Chapter Quizzes (Best seven out of eight quizzes) • Mid-Term Exams (Two mid-term exams at 15% each) <p>See Next page for remainder of Evaluation of Learning</p>	<p>35%</p> <p>5%</p> <p>30%</p>
<p>Team Project: Emerging Country Market Investment Report</p> <p>Students will select an emerging country, conduct an external environmental assessment, and make business investment recommendations.</p> <ul style="list-style-type: none"> • Team Charter and Project Gantt Chart (Team) (Required) • Annotated Bibliography (5%) (Team assignment) • Report Part One (10%) (Team assignment) (Grading: 5% Team and 5% Individual) • Report Part Two (15%) (Team assignment) (Grading: 7.5% Team and 7.5% Individual) • Presentation (6%) (Team assignment) • Self and Peer Evaluations (2 @ 2% each) (Individual Assignment) <p><i>Note: Each team is required to submit an Individual Contribution document for Report Part One and for Report Part Two; each student is required to submit a Self and Peer Evaluation for Report Part One and Report Part Two (See D2L schedule for deadline dates.)</i></p>	<p>40%</p>
<p>TOTAL If you have a concern about a grade you have received for an evaluation, please contact me as soon as possible. Refer to the Grade Review and Appeals policy for more information. http://camosun.ca/about/policies/education-academic/e-1-programming-andinstruction/e-1.14.pdf</p>	<p>100%</p>

COURSE GUIDELINES and EXPECTATIONS

This is an intense course. The best strategy to approach this course is for students to develop a learning plan at the beginning of the course and to stay “on top of” readings and activities. As this is an upper-level course, active participation, dialogue, full attendance, and engagement is expected.

SCHOOL OR DEPARTMENTAL INFORMATION

Mandatory Attendance for First Class Meeting of Each Course

This section of BUS 360 requires mandatory attendance for the first class meeting of the 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 for Students” [Registration Policies for Students | Camosun College](#)

Assignment Formatting

The School of Business uses APA 7 style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa7>.

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

Late Submissions

No late submissions will be accepted except with documented medical or family emergencies. It also is the student’s responsibility to ensure adequate access and time to upload electronic submissions.

STUDENT RESPONSIBILITY

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

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 camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services

Support Service	Website
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

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.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity, which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines:

<https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/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 <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

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 (see [policy](#)). Please visit <https://camosun.ca/services/forms#medical> 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: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

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 <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

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.