

COURSE SYLLABUS



COURSE TITLE: BUS 360 (Global Business Strategies)

CLASS SECTION: 001

TERM: Winter 2025

COURSE CREDITS: 3

DELIVERY METHOD(S): Lecture, face-to-face

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

INSTRUCTOR DETAILS

NAME: Melissa McLean, MEd, MBA

EMAIL: mcleanm@camosun.ca

OFFICE: CBA 231-C

HOURS: As posted on D2L, 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.

Mandatory Attendance for First Class Meeting: 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](#).

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.

PRE-REQUISITES:

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

Upon successful completion of this course, a student will be able to:

- Assess the impact of globalization on global 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 various economic, legal, and political systems on internal business.
- Identify the factors that contribute to political and overall risk and 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



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

This is the Pearson Revel link to the BUS 360 e-text and other study resources:

<https://console.pearson.com/enrollment/lfbppt>

If you need help, visit this link for Revel student resources:

<https://www.pearsonhighered.com/revel/students/support>

Recommended: Free Daily News Briefs from the Council on Foreign Relations:

<https://link.cfr.org/join/66n/signup&hash=2d4c5929e9e04cc42f5cd375fb8dcfb1>

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	READINGS	DUE DATES
1 Jan. 6 - 12	Course Introduction Globalization	Ch. 1	Review BUS 360 D2L website Introductions (First Post) due Sun., Jan. 12 D2L Quiz One (Ch. 1) due Sun., Jan. 12
2 Jan. 13 - 19	Ethics, Social Responsibility and Sustainability in Global Business	Ch. 2	Introductions (Second Post) due Tues., Jan. 14 In-class Activity due Fri., Jan. 17 at the end of class D2L Quiz Two (Ch. 2) due Sun., Jan. 19
3 Jan. 20 - 26	Cross-Cultural Business and Intercultural Business Teams formed this week	Ch. 3	Globalization and Culture Report due Fri., Jan. 24 at the start of class Globalization and Culture Discussion in class Fri., Jan. 24 D2L Quiz Three (Ch. 3) due Sun., Jan. 26

WEEK	TOPIC	READINGS	DUE DATES
4 Jan. 27 – Feb. 2	Political, Economic, and Legal Systems	Ch. 4	Team Project: Team Charter and Gantt Chart due Fri., Jan. 31 at end of class (Hard copy with original signatures.) Lab One due Fri., Jan. 31 at the end of class D2L Quiz Four (Ch. 4) due Sun., Feb. 2
5 Feb. 3 - 9	Economic Development of Nations International Trade Theory	Ch. 5 & 6	Lab Two due Fri., Feb. 7 at the end of class D2L Quiz Five (Ch. 5 & 6) due Sun., Feb. 9
6 Feb. 10 - 16	Governments and Trade Regional Economic Integration	Ch. 7 & 9	Lab Three due Feb. 14 at the end of class Team Project: Annotated Bibliography due Sun. Feb. 16 D2L Quiz Six (Ch. 7 & 9) due Sun., Feb. 16
7 Feb. 17 - 23	Reading Break		No classes this week
8 Feb. 24 – Mar. 2	Foreign Direct Investment	Ch. 8	Lab Four due Fri., Feb. 28 at the end of class Team Project: Report One, Individual Contribution Document (one per Team) and Self and Peer Evaluation (Individual) due Sun., Mar. 2
9 Mar. 3 – 9	Mid Term Exam		Mid Term Exam (Ch. 1, 2, 3, 4, 5, 6, 7 and 9) Fri., Mar. 7 in class D2L Quiz Seven (Ch. 8) due Sun., Mar 9
10 Mar. 10 - 16	International Financial Markets International Monetary Systems	Ch. 10 & 11	Lab Five due Fri., Mar. 14 at the end of class D2L Quiz Eight (Ch. 10 & 11) due Sun. Mar. 16
11 Mar. 17 - 23	International Strategy and Organization Analyzing International Opportunities	Ch. 12 & 13	D2L Quiz Nine (Ch. 12 & 13) due Sun., Mar. 23
12 Mar. 24 - 30	Selecting and Managing Entry Modes	Ch. 14	In-class Activity Assignment due Fri., Mar. 28 at the end of class D2L Quiz Ten (Ch. 14) due Sun., Mar. 30
13 Mar. 31 – Apr. 6	Team Project Work Block		Team Project: Report Two due Sun., Apr. 6
14 Apr. 7 - 11	Team Project Presentations		Team Project Presentations on Wed., Apr. 9 and Fri., Apr. 11 in class Presentation Slides due Wed., Apr. 9 Team Project: Individual Contribution Form (one per Team) and Self and Peer Evaluation (Individual) due Fri., Apr. 11
Final Exam Period (Apr. 14 – 25)	Final Exam		Final Exam Date TBA (Do not make travel plans prior to Apr. 26)

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 noticed 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
Assignments and Activities:	25%
Globalization and Culture Report (Individual 6%/Group 1%)	7%
Labs (Five labs at 2% each) (Team)	10%
Assignments and In Class Activities (Individual and Team)	8%
Quizzes and Exams:	35%
D2L Chapter Quizzes (Best nine out of ten quizzes)	5%
Mid Term Exam	10%
Final Exam	20%
Emerging Country Market Consulting Report (Team and Individual) <ul style="list-style-type: none"> Team Charter and Project Gantt Chart (Required) (Team) Annotated Bibliography (4%) (Team) Report Part One (10%) (Grading: 5% Team and 5% Individual) Report Part Two (17%) (Grading: 8.5% Team and 8.5% Individual) Presentation (5%) (Team) Self and Peer Evaluations (2 @ 2% each) (Individual) Notes: 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 for Report Part Two	40%
<p>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.</p> <p>https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf</p>	TOTAL
	100%

COURSE GUIDELINES AND EXPECTATIONS

BUS 360 is an intense course and is discussion oriented. At a minimum, students are to scan a reputable global-news briefing before each class and be prepared to share a news story or raise a question. Students are encouraged to develop a learning plan at the beginning of the course to help stay “up to date” with class readings, activities, and assignments. Attendance is mandatory for all class sessions; active participation and engagement is expected. **(Note: You must be in attendance in order to receive grades for in-class activities and Team labs.)**

Assignments

Full assignment descriptions are found in the Assignments and Activities section of the course D2L site.

The School of Business uses APA 7 style for formatting assignments and citing references. Proper citations and formatting using APA 7 style is required. See current Camosun College Library APA Citation Style Guide (7th edition) available at: <https://camosun.libguides.com/apa7>

Unless otherwise specified by the instructor, submit all assignments to the Assignments area of D2L; include the assignment name and your last name (and the last names of team members when applicable) in the file name. In-text citations for quotes, paraphrasing, and references must be consistent with APA 7 standards. Grammar, spelling, style and APA formatting, citations and referencing will be assessed as part of assignment grading. All submitted work must be properly referenced to sources.

Unless otherwise specified by the instructor, students are to submit their own original work. Any work collaborated on (unless permitted by the assignment instructions) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#).

Research and References

Several BUS 360 assignments require students to locate, analyze, and report statistical information. Use statistical information from credible, reputable organizations that collected information through primary research activities (e.g., United Nations agencies, World Bank, Statistics Canada, BC Stats etc.)

When requested, assignments are to be supported using scholarly research from various sources to explore, learn and apply learning in a variety of settings. See academic writing tips on D2L and refer to the Camosun library website for further assistance about research basics.

<https://camosun.libguides.com/researchbasics/sources>

Scholarly sources

- Original research published in academic or research journals
- Researched and written by experts in the field and are usually peer-reviewed (i.e., they are evaluated by other experts in the same field prior to publication)
- Citations are included
- Usually longer in length, approximately 6 – 30+ pages

Popular sources

- These are general interest stories which may refer to research but do not contain primary research conducted by the person or organization commenting on this research
- Keep these types of sources to a minimum in your writing
- These may or may not be credible
- Usually written by the general public, are not peer-reviewed, and rarely contain citations
- Usually shorter in length, approximately 200 words to a few pages

Unacceptable sources for BUS 360

- Wikipedia (peer-reviewed and information quality varies)
- Social media sites (may contain fake news)
- Previously used presentation or documents from other classes. (This is considered cheating.)
- Documents that are posted on an essay writing service website (e.g., Course Hero etc.)
- Information generated by Artificial intelligence tools (see note below)

Artificial Intelligence (AI)

The use of AI tools without permission of your instructor is considered cheating or plagiarism, which violates the college's Academic Integrity Policy. Infractions of this policy can result in a failing grade on an assignment. Repeated infractions can result in more serious consequences, including failing a course.

"Please note that the use of AI tools is not permitted for any reason in BUS 360.

SCHOOL OR DEPARTMENTAL INFORMATION

Marketing Department Assignment Due Dates and Exams

Students must submit assignments by the due date or as announced by the instructor. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if a student performed poorly on an assignment, mid term, or final exam.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates will result in a zero grade. All exams must be written at the scheduled times with the exception of students requiring an accommodation by CAL (the [Centre for Accessible Learning](#)).

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
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

Support Service	Website
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 [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

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 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 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.