

# COURSE SYLLABUS



COURSE TITLE: BUS 360 – Global Business Strategies

CLASS SECTION: 001

TERM: Fall 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): 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.

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## INSTRUCTOR DETAILS

NAME: Melissa McLean, MEd, MBA

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

OFFICE: CBA 231 C

HOURS: Tuesdays from 5 – 6 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.*

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## 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.

### PREREQUISITE(S):

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.

CO-REQUISITE(S): None

EQUIVALENCIES: 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 & RECOMMENDED PREPARATION / INFORMATION

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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

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

Week	Topic(s)	Assigned Readings	Activities and Assignments and Due Dates
1 Sept. 3 - 8	Course Overview Globalization	Ch. 1	Review course D2L website
2 Sept. 9 - 15	Ethics, Social Responsibility and Sustainability/ Political, economic, and legal systems	Ch. 2  Ch. 4	<b>D2L Quiz One</b> (Ch. 1) due Sun., Sept. 15 <b>Lab One:</b> due Sun., Sept. 15

3 Sept. 16 - 22	Multi-Cultural Business  Globalization and Culture Group Discussion	Ch. 3	<b>Globalization and Culture report</b> due Tues., Sept. 17 <b>at start of class</b> <b>Globalization and Culture</b> group discussion Tues, Sept. 17 (in class) <b>Teams formed</b> <b>D2L Quiz Two</b> (Ch. 2 and 4) due Sun., Sept. 22
4 Sept. 23 - 29	Economic Development of Nations	Ch. 5	<b>D2L Quiz Three</b> (Ch. 3) due Sun., Sept. 29
5 Sept. 30 – Oct. 6	International Trade Theory	Ch. 6	<b>Team Project: Team Charter, and request for emerging market</b> due Tues., Oct. 1 <b>at start of class</b> <b>Lab Two:</b> due Tues., Oct 1 <b>at end of class</b>
6 Oct. 7 - 13	Governments and Trade	Ch. 7	<b>Team Project: Annotated Bibliography</b> due Sun., Oct. 13 <b>D2L Quiz Four</b> (Ch. 5 and 6) due Sun., Oct. 13
7 Oct. 14 - 20	Regional Economic Integration	Ch. 9	<b>Lab Three:</b> due Tues., Oct. 15 <b>at end of class</b> <b>D2L Quiz Five</b> (Ch. 7 and 9) due Sun., Oct. 20
8 Oct. 21 - 27	<b>Mid-Term Exam</b>		<b>Mid-Term Exam One</b> (Ch. 1,2, 3, 4, 5, 6, 7) Tues., Oct. 22 in class
9 Oct. 28 – Nov. 3	Foreign Direct Investment	Ch. 8	<b>Team Project: Report One and Individual Contribution Sheet</b> due Sun., Nov. 3 <b>Team Project: Self and Peer Evaluation One</b> due Sun., Nov. 3 (Individual submission)
10 Nov. 4 - 10	International Financial Markets / International Monetary Systems	Ch. 10 Ch. 11	<b>Lab Four:</b> due Tues., Nov. 5 <b>at end of class</b> <b>D2L Quiz Six</b> (Ch. 8) due Sun., Nov. 10
11 Nov. 11 - 17	International Strategy and Organization / Analyzing International Opportunities	Ch. 12 Ch. 13	<b>D2L Quiz Seven</b> (Ch. 10 and 11) due Sun., Nov. 17 <b>Reflection Assignment</b> due Sun., Nov. 17
12 Nov. 18 - 24	Selecting and Managing Entry Modes	Ch. 14	<b>D2L Quiz Eight</b> (Ch. 12 and 13) due Sun., Nov. 24
13 Nov. 25 – Dec. 1	Team Project Work Block		<b>D2L Quiz Nine</b> (Ch. 14) due Sun., Dec. 1 <b>Team Project: Report Two</b> due Sun., Dec. 1
14 Dec. 2 - 6	Team Presentations		<b>Team Project: Team Presentations: Tues., Dec. 3 in class (Upload presentation slides to D2L by Tues., Dec. 3 at 6 pm.)</b> <b>Team Project: Individual Contribution Form</b> (one per team) <b>and Peer and Self-Evaluation Two</b> (individual submission) due Wed., Dec. 4

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
<p><b>Assignments and Labs</b></p> <ul style="list-style-type: none"> <li>• Globalization and Culture report (Individual) 7%</li> <li>• Labs (One Individual Lab and Three <b>in-class</b> team labs at 2% each) 8%</li> <li>• Reflection (Individual) 5%</li> <li>• In-class activities (Individual and Team) 5%</li> </ul>	<b>25%</b>
<p><b>Quizzes and Exams</b></p> <ul style="list-style-type: none"> <li>• D2L Chapter Quizzes (Best eight out of nine quizzes) 5%</li> <li>• Mid-Term Exam (10%) 10%</li> <li>• Final Exam (20%) 20%</li> </ul>	<b>35%</b>
<p><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.</p> <ul style="list-style-type: none"> <li>• Team Charter and Project Gantt Chart (Team) (Required)</li> <li>• Annotated Bibliography (5%) (Team assignment)</li> <li>• Report Part One (10%) (Team assignment) (Grading: 5% Team and 5% Individual)</li> <li>• Report Part Two (17%) (Team assignment) (Grading: 8.5% Team and 8.5% Individual)</li> <li>• Presentation (5%) (Team assignment)</li> <li>• Self and Peer Evaluations (2 @ 1.5% each) (Individual Assignment)</li> </ul> <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 due dates.)</i></p>	<b>40%</b>
<p><b>TOTAL</b> 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-andinstruction/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-andinstruction/e-1.14.pdf">http://camosun.ca/about/policies/education-academic/e-1-programming-andinstruction/e-1.14.pdf</a></p>	<b>100%</b>

## COURSE GUIDELINES & 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. **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.)

**Use of any AI tools for research, assignments, quizzes and exams is not permitted and will be considered a violation of academic integrity.**

## SCHOOL OR DEPARTMENTAL INFORMATION

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

This section of SUBJ 00X 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](#)

### 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.

### Marketing Department Policy: On-Time Submissions Required

All assignments must be submitted by their published due date. Late submissions will not be accepted except for medical reasons or family emergencies. It also is the student’s responsibility to ensure adequate access and time to upload electronic submissions to D2L.

## 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 [camosun.ca/services](http://camosun.ca/services).

Support Service	Website
Academic Advising	<a href="http://camosun.ca/services/academic-supports/academic-advising">camosun.ca/services/academic-supports/academic-advising</a>
Accessible Learning	<a href="http://camosun.ca/services/academic-supports/accessible-learning">camosun.ca/services/academic-supports/accessible-learning</a>
Counselling	<a href="http://camosun.ca/services/health-and-wellness/counselling-centre">camosun.ca/services/health-and-wellness/counselling-centre</a>
Career Services	<a href="http://camosun.ca/services/co-operative-education-and-career-services">camosun.ca/services/co-operative-education-and-career-services</a>
Financial Aid and Awards	<a href="http://camosun.ca/registration-records/financial-aid-awards">camosun.ca/registration-records/financial-aid-awards</a>

Support Service	Website
Help Centres (Math/English/Science)	<a href="https://camosun.ca/services/academic-supports/help-centres">camosun.ca/services/academic-supports/help-centres</a>
Indigenous Student Support	<a href="https://camosun.ca/programs-courses/iecc/indigenous-student-services">camosun.ca/programs-courses/iecc/indigenous-student-services</a>
International Student Support	<a href="https://camosun.ca/international">camosun.ca/international</a>
Learning Skills	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>
Library	<a href="https://camosun.ca/services/library">camosun.ca/services/library</a>
Office of Student Support	<a href="https://camosun.ca/services/office-student-support">camosun.ca/services/office-student-support</a>
Ombudsperson	<a href="https://camosun.ca/services/ombudsperson">camosun.ca/services/ombudsperson</a>
Registration	<a href="https://camosun.ca/registration-records/registration">camosun.ca/registration-records/registration</a>
Technology Support	<a href="https://camosun.ca/services/its">camosun.ca/services/its</a>
Writing Centre	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>

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](https://camosun.ca/services/sexual-violence-support-and-education).

To contact the Office of Student Support: [oss@camosun.ca](mailto: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.