



UNIVERSITY CANADA WEST

SYLLABUS

Prefix & Code	BUSI 321	3 Credits
Course Name	International Business From a Global Perspective	
Term / Year	Spring	2021

Instructor	Dr. Nam Phuong Le	Office Hours	Mon 8 to 10 am / by appointment
Email	nam.le@ucanwest.ca	MyUCW Link	https://www.myucwest.ca/lms/course/view.php?id=5620

You are expected to attend weekly live classes AND Log into the MyUCW course shell (YourAgora for UAP) at least 3 times a week (Minimum 2 hours) for discussions, assignments & emails.

Course Prerequisites: Course Code and Name (or none)

None

Course Co-Requisites: Course Code and Name (or none)

None

Course Description: (as in Academic Calendar)

Businesses and organizations operating in a global economy face a broad range of challenges. Topics include international business issues; diversity; global marketing, international trade; global monetary systems; the ethics of international finance, accounting, and taxation; and corporate social responsibility. Students gain knowledge about the current global macro-economic environment, learning how to scan the environment for emerging issues and how to evaluate their impact on business decisions.

Check if this is Reading intensive course (e.g. UAP/ ENGL only.)

Essential Skills are skills that people need for work, learning and life [Check only the skills and definitions applicable to YOUR course]

<input checked="" type="checkbox"/>	<p>Effective Writing conveys information or argues a point of view using organizational structures, supporting materials, and language appropriate for the topic, purpose, and audience. Through written assignments, students should be able to:</p> <ul style="list-style-type: none"> • Tailor writing to a specific audience • Focus writing on a specific purpose • Produce logical, coherent, and well-structured writing • Develop a well-supported argument or stance • Apply appropriate writing standards
<input checked="" type="checkbox"/>	<p>Critical Thinking skills are used to identify problems and suggest solutions from perspectives other than your own. These skills include observation, analysis, interpretation, reflection, evaluation, inference, explanation, problem solving, and decision-making. Critical thinking includes the skills - particularly as applied to one's own work - for articulating the meaning of a statement, judging the truth of a statement while keeping in mind possible biases, and determining whether a conclusion is justified by the evidence provided.</p>
<input checked="" type="checkbox"/>	<p>Oral Communication skills include listening, delegating, managing, verbal and using non-verbal communication. Effective oral communication influences, informs, and/or connects with others by using organizational structures, supporting materials and delivery skills suitable to the topic, occasion and audience. Communicate clearly and effectively in oral communication.</p>
<input type="checkbox"/>	<p>Quantitative Reasoning skills are employed to analyze and interpret data and information. Quantitative reasoning involves the application of numerical, visual, or symbolic reasoning in order to draw inferences, understand phenomena, validate models or theories, or make predictions.</p>



Creative Thinking is the process of making connections, decisions, or new ideas and generating and evaluating innovative approaches to problem solving regardless of discipline.

Power Skills for Career-Readiness



PRESENTATION SKILLS



PERSONALITY



PERSISTENCE



GROWTH MINDSET



FLEXIBILITY



SELF-PROMOTION



TEAM SPIRIT



COACHING



CREATIVITY



SELLING SKILLS

Student Learning Outcomes -As stated in the Academic Council approved course (4 or 5 outcomes in total)

1. Demonstrate critical thinking and engage in discussions of current global business issues.
2. Demonstrate an understanding and awareness of the current global industry and business environment and how current transformational shifts are likely to impact international business.
3. Demonstrate an understanding of selected international economic trade theory and concepts and how they are influenced by current global issues
4. Demonstrate an understanding of the impact that world regulatory organizations have on international business, e.g. WTO, IMF, etc.
5. Demonstrate an awareness of the necessity of crafting business strategies that inculcate corporate social responsibility and ethical values to meet current global issues and challenges.
6. Develop an understanding and appreciation of global financial markets.
7. Demonstrate an awareness of global monetary issues and the influence these systems may have on Canadian business.
8. Develop cross-cultural sensitivity.

Course Structure/Approach (to be completed by instructor)

This course will provide students an overview of the international business world nowadays. Students will learn various topics ranging from macro point of view (political economy, cultural differences, ethics) to micro level (international HRM, marketing, investment). Students are expected to read the chapter in the textbook prior to our class so that we can use our lecture time more effectively. This course evaluation will include assignments, exams, quizzes, research paper, presentation and case studies.

Student Performance Assessment

+	Assignment	Due Date	Description	%	Learning Outcome #
	Class Participation	Ongoing	Participate actively in classroom activities and discussion, as well as team projects	5	1,2
	Individual Case Studies	Week 4 and 8	There are 2 individual case studies, students are required to submit an essay in response to each case (5% each)	10	3,4,6
	Discussion Forum: International Business analysis	Week 1,3,5,7,9	Students are required to post an initial response (min 150 words) to the discussion question by Wed of the week; then response to at least 2 classmate posts (min 50 words) before the end of Sunday of the week. Make sure your posts are meaningful and comply with APA (2% x 5)	10	1,2,7,8
	Discussion Forum: Weekly summary	Week 2,4,6,8,10	Brief learning summaries throughout the course (min 150 words each) (2% x 5)	10	1,2
	Midterm Exam	Week 6	Cover content from chapter 1 to 7	15	1-4

+	Assignment	Due Date	Description	%	Learning Outcome #
-	Group Research Paper and presentation	Week 10	This is a major term project, please follow instruction posted on the portal. Paper 15% and presentation 10%.	25	4,5,6
-	Final Exam	Week 11	covers content from chapter 8 to 16	25	5-8

Grading Scales

Undergraduate Degrees	Graduation Requirements	UAP	Graduate Degree
A+ = 90-100%; A = 85-89%; A- = 80-84%; B+ = 76 - 79%; B = 72 - 75%; B- = 68 - 71%; C+ = 64 - 67%; C = 60 - 63%; C- = 55 - 59%; D = 50 - 54%; (Course PASS >=50%); F = 0 - 49%;	Bachelor or AA overall CGPA = C (60%) MBAF overall CGPA = B (72%) MBA overall CGPA = B (72%) UAP = B- (70%)	A+ = 95-100%; A = 90-94%; A- = 85-89%; B+ = 80-84%; B = 75-79%; B- = 70-74%; C+ = 65-69%; C = 60-64%; C- = 55-59%; D = 50-54%; (Course PASS >= 70%); F = 0-49%;	A+ = 90 - 100%; A = 85 - 89%; A- = 80-84%; B+ = 76 - 79%; B = 72 - 75%; B- = 68 - 71%; C = 60 - 67%; (Course PASS >= 60%); F = 0 - 59%;

Late Assignments: percentage points/ per day lost after the deadline

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Books to Purchase or OER (How to purchase the textbook, link to [MyUCW Textbooks](#))

1. Charles Hill & Thomas McKaig, Global Business Today, 4rd Canadian Edition, McGraw Hill Ryerson, Toronto 2015, ISBN-10: 00704017909
2. Online Video: Commanding Heights PBS Overview. Access: <http://www.pbs.org/wgbh/commandingheights/>

Other Required Articles & Resources (e.g. assigned additional articles and case studies)

Additional Optional Resources

1. Publication Manual of the American Psychological Association, APA, 6th edition
ISBN: 978-14338-0561-5
2. See Bibliography in Appendix 2 at end of the syllabus for recommended reading and sources of material
3. Globe and Mail
4. Financial Times

Weekly Schedule: Changes may be made - if so, you will be informed

Wk #	Date	Weekly Focus (Main Topics only)	Readings	Activities	Essential Skills	Assignments Due
1	Apr 12-18	Part 1. Globalization	<ul style="list-style-type: none"> • Read chapter 1 Globalization (p.3-34) 	<ol style="list-style-type: none"> 1. Watch videos 2. Read textbook chapter and handouts posted on the course portal 3. Post to discussion forum, response to your classmates 4. Post to self-introduction forum 	<ul style="list-style-type: none"> •Effective Writing •Critical Thinking •Oral Communication 	All activities this week - Apr 18 by 11:59PM
2	Apr 19-25	Part 2. Country Differences	<ul style="list-style-type: none"> • Read Chapters 2 Political economy (p.42-74) & Chapter 3 Cultural environment (p. 89-113) • View Commanding Heights Episode 1 Ch. 1-19 	<ol style="list-style-type: none"> 1. Watch videos 2. Read textbook chapter and handouts posted on the course portal 3. Post to discussion forum, response to your classmates 4. Form teams of 3 to 4 students for term project, submit team charter 	<ul style="list-style-type: none"> •Effective Writing •Critical Thinking •Oral Communication 	All activities this week - Apr 25 by 11:59PM

Wk #	Date	Weekly Focus (Main Topics only)	Readings	Activities	Essential Skills	Assignments Due
3	Apr 26 - May 2	Part 2. Continued Part 3. Cross-Border Trade & Investment	<ul style="list-style-type: none"> Read Chapter 4 Ethics (p.127- 158) & Chapter 5 International Trade Theories (p.167-191) View Commanding Heights Episode 2 Ch. 1-21 	<ol style="list-style-type: none"> Watch videos Read textbook chapter and handouts posted on the course portal Post to discussion forum, response to your classmates 	<ul style="list-style-type: none"> Effective Writing Critical Thinking Oral Communication 	<ul style="list-style-type: none"> All activities this week - May 2 by 11:59PM
4	May 3-9	Part 3. Cross-Border Trade & Investment continued	<ul style="list-style-type: none"> Read Chapters 6 Political economy of international trade (p. 201-226) & 7 FDI (p.235-262) View Commanding Heights Episode 3 Ch. 1-23 	<ol style="list-style-type: none"> Watch videos Read textbook chapter and handouts posted on the course portal Post to discussion forum, response to your classmates Submit Individual case study #1 	<ul style="list-style-type: none"> Effective Writing Critical Thinking Oral Communication 	<ul style="list-style-type: none"> All activities this week - May 9 by 11:59PM
5	May 10-16	Part 3. Cross-Border Trade & Investment Continued Part 5. Competing in a Global Marketplace	<ul style="list-style-type: none"> Read Chapter. 8 Regional trade integration (p.273-302), chapter 11 Global Strategy (p. 370-400) 	<ol style="list-style-type: none"> Watch videos Read textbook chapter and handouts posted on the course portal Post to discussion forum, response to your classmates 	<ul style="list-style-type: none"> Effective Writing Critical Thinking Oral Communication 	<ul style="list-style-type: none"> All activities this week - May 16 by 11:59PM
6	May 17-23	Part 4. Global Money System	<ul style="list-style-type: none"> Read Chapters 9 FOREX (p. 311-331) & chapter 10 Global monetary system (p.338-362) 	<ol style="list-style-type: none"> Watch videos Read textbook chapter and handouts posted on the course portal Post to discussion forum, response to your classmates Complete Midterm Exam 	<ul style="list-style-type: none"> Effective Writing Critical Thinking Oral Communication 	<ul style="list-style-type: none"> All activities this week - May 23 by 11:59PM
7	May 24-30	Part 5. Competing in a Global Marketplace continued	<ul style="list-style-type: none"> Read Chapters 12 Enter foreign market (p.405- 426) & chapter 13 import, export (p. 434 - 452) 	<ol style="list-style-type: none"> Watch videos Read textbook chapter and handouts posted on the course portal Post to discussion forum, response to your classmates 	<ul style="list-style-type: none"> Effective Writing Critical Thinking Oral Communication 	<ul style="list-style-type: none"> All activities this week - May 30 by 11:59PM
8	May 31 - Jun 6	Part 5. Competing in a Global Marketplace continued	<ul style="list-style-type: none"> Read Chapter 14 Global marketing (p. 459-485), chapter 16 Global HRM (p.523-537) 	<ol style="list-style-type: none"> Watch videos Read textbook chapter and handouts posted on the course portal Post to discussion forum, response to your classmates Submit Individual case study #2 	<ul style="list-style-type: none"> Effective Writing Critical Thinking Oral Communication 	<ul style="list-style-type: none"> All activities this week - Jun 6 by 11:59PM
9	Jun 7-13	Part 5. Competing in a Global Marketplace continued	<ul style="list-style-type: none"> Read Chapters 15 Global production (p.494-515) 	<ol style="list-style-type: none"> Watch videos Read textbook chapter and handouts posted on the course portal Post to discussion forum, response to your classmates 	<ul style="list-style-type: none"> Effective Writing Critical Thinking Oral Communication 	<ul style="list-style-type: none"> All activities this week - Jun 13 by 11:59PM
10	Jun 14-20	Part 5. Competing in a Global Marketplace continued	Presentation	<ol style="list-style-type: none"> Watch videos Read textbook chapter and handouts posted on the course portal Post to discussion forum, response to your classmates Complete and submit group paper 	<ul style="list-style-type: none"> Effective Writing Critical Thinking Oral Communication 	<ul style="list-style-type: none"> All activities this week - Jun 20 by 11:59PM
11/12	Jun 21- Jul 4	<ul style="list-style-type: none"> Review & Exam Period 	<ul style="list-style-type: none"> Final exam 	<ul style="list-style-type: none"> Final exam 	<ul style="list-style-type: none"> Effective Writing Critical Thinking Oral Communication 	<ul style="list-style-type: none"> All activities this week - Jun 25 by 11:59PM

Guiding Questions: (List 3 or 4 questions that guides the student's thinking in this course)

1. How countries around the world are different?
2. What steps should be taken when expand your business globally?
3. How do we market our products to a foreign market?
4. What is FOREX and international investment?
5. How to deal with staffing in the international context?

Tools for Success

Successful university students take advantage of services and resources to boost learning and achievement.

1. **Learning Success:** make individual tutoring appointments with math tutors, writing coaches.(Check MyUCW)
2. **Attend Learning for Success Workshops and Continuing Student Workshops.** (Check MyUCW)
3. **Learning Strategist:** get personalized help to develop skills to overcome learning challenges @ learningstrategist@ucanwest.ca
4. **Academic Advising:** an advisor can help you select courses for timely degree completion.(Check MyUCW)
5. **Career Development Centre:** meet with a Specialist to build knowledge and skills for career planning. (Check MyUCW)
6. **Librarian research assistance.** (Check MyUCW)
7. **APA Guidelines** (Check MyUCW)
8. **Academic Integrity Guidelines**

Access all policies from website: <https://www.ucanwest.ca/about/policies>

1. Policy 5015 - Attendance Policy (Academic section)
2. Policy 6006 - Copyright (Library section)
3. Policy 6751 - Information Privacy and Security (Records Management section)
4. Policy 9024 - Examinations (Registrar's Office)
5. Policy 9024 - Out-of-Time Final Examination (Registrar's Office)
6. Policy 5006 - Academic Integrity Policy (Academic section)
7. Policy 9014 - Student Rights and Responsibilities Policy (Registrar's Office)
8. Policy 5005 - Final Grades Policy (Academic Section)

Instructor Policies & Guidelines

1. Format for Assignment Report

<https://www.myucwest.ca/lms/mod/page/view.php?id=819950>

2. Grading Rubric for Papers /Projects

<https://www.myucwest.ca/lms/mod/page/view.php?id=819950>

3. Class Participation / Expectations Rubric

<https://www.myucwest.ca/lms/mod/page/view.php?id=831432>

4. Other Assignment Rubrics for this course

<https://www.myucwest.ca/lms/mod/page/view.php?id=819951>

5. Other Course Policies

Office Hours Link: <https://www.myucwest.ca/lms/mod/bigbluebuttonbn/view.php?id=831430>

Student Responsibilities in the Classroom

1. You must **log into the MyUCW/YourAgora course shell at least 3 times a week** (at least 2 hours study for each course) for discussions, assignments & messages.
2. You must **attend in-person or live synchronous classes on time and participate fully**. You will demonstrate your knowledge of other perspectives and the readings through participation in class and in your written work. This means refraining from packing up early and demonstrating courteousness at all times to everyone in class. If you need to leave class early, inform me before class starts. Please explain your reason prior to class UNLESS an emergency arises during class and you need to leave immediately. If this occurs, please email me as soon as possible explaining the problem. You may need to provide documentation. Also review the UCW [Attendance Policy](#) (# 5015).

3. [Respect for everyone and for differences in perspective, belief, and culture is expected in the classroom.](#) Please feel free to express your views in class, however, please ensure that you treat everyone's opinion with respect. I reserve the right to remove from the class any student who engages in behaviour that is harmful, disrespectful to the rights of others, or that unreasonably interferes in the activities of studying, teaching or research. Such behaviour is also prohibited by the [Student Rights & Responsibilities policy](#) (# 9014) and may result in filing a formal complaint.
4. You are [expected to purchase and read the required texts and assigned readings](#) in MyUCW or YourAgora. It is necessary to keep up with the readings and do the assignments in MyUCW or YourAgora before class so that you can actively participate in MS Teams/BBB or in-class discussions and activities to earn participation marks.
5. You are [expected to learn and demonstrate the skills](#) necessary to understand, analyze, solve and answer questions relevant to the course learning outcomes. I encourage you to [discuss class materials in a study group with your peers to help you prepare for class discussion and activities.](#)
6. Papers and projects must [follow the guidelines/instructions provided in Instructor Guidelines and Expectations above](#) and must include evidence for your argument based on cited research and demonstrate critical analysis. It is the student's responsibility to stay informed of deadlines for projects and papers.
7. [You must work alone when writing individual assignments](#) unless you are participating in a *group* assignment.
8. I do not accept your assignments from other classes.
9. [Late Assignments will lose 10 percentage points/ per day after the deadline](#) unless arrangements are made with me before the deadline based only on extenuating circumstances or a medical emergency.
10. Incomplete grades will only be granted with a documented medical emergency.
11. Keep all Graded Work until you receive the final grade for the course and ensure that you have a copy of all completed assignments.
12. Audio-taping/recording/videotaping is only permitted in this course with my prior approval.
13. Review the [Student Rights & Responsibilities Policy](#) (# 9014) for an explanation of appropriate and expected behaviour in class. Any violations of these or other relevant UCW policies may result in disciplinary action and a record will be kept on your student file in the Academic Department.

Academic Integrity & Submission of Assignments

1. [Uphold academic integrity. Think for yourself, act with honour.](#) University Canada West is committed to academic integrity and all faculty carefully review written assignments to ensure integrity. Cheating and plagiarism are prohibited and considered serious acts of misconduct. At UCW plagiarism is defined as “representing the ideas, or the work of others as one's own. Plagiarism includes copying, reproducing or paraphrasing significant portions of one's own work, or someone else's published or unpublished material (from any source, including the **Internet**), without proper acknowledgment, representing these as new or as one's own.” This includes another person's words, expressions, productions or creative works as well as actual plagiarism, improper paraphrasing, insufficient citation and self-plagiarism.
2. [Plagiarism occurs when a student uses the words of another person or entity \(including using your own words in previously completed assignments without the permission of the instructor\), without proper citation or permission.](#) It also includes “making a small change to a passage or paper without appropriate citation.” (see [Policy # 5006 Academic Integrity Policy](#)). Plagiarism applies to all intellectual products: books, articles, papers, literary compositions and phrases, research results, calculations and the results of calculations, diagrams, constructions, computer reports, computer code/software, material found on the internet, creation and presentation of images, music, drawings, designs, dance, and photography. [Cite all sources and give credit to those you borrow ideas, statements and approaches from.](#) You must cite the original author if the idea, concept or approach is not original to you. This includes not only when you use the same words as the source but also when you paraphrase from that source. [If you use exact words from a source in your work, you must place quotation marks around those words and a citation](#) to indicate that you have taken them from another text. [Copying and pasting information](#) from any source including articles, theses, books and websites without credit to that source is considered plagiarism.
3. All paper assignments/assessments will be [submitted into MyUCW in the assignment area of TurnItIn in MyUCW.](#) TurnItIn automatically and systematically searches scholarly journals, articles, books, all websites, other university resources, other student papers available on the web, and student papers submitted nationally or at UCW to check for plagiarism and similarity of content. Ensure you are aware of the rules about citing and quoting material and the consequences for failing to follow the rules.
4. You will be asked to [attach a signed cover sheet with your paper/assignment/project or exam that states that your work is your own.](#) This signed cover sheet will include the following statement to indicate that the assignment is your own work: “[I agree that the work in this paper/ project/exam/assignment/etc. is my own work and that I have given credit to all sources of information used in my paper/project/exam/ assignment/etc. by including citations and references in the APA format. I acknowledge that I am expected to exercise the utmost academic integrity in all work submitted for this course.](#) SIGNATURE: [Joni Apple](#) (indicated by typing your name at the end of this statement at the time of submission).

Communication Policy

1. I am [available weekly during my weekly office hours](#); however, I am also available via email or by appointment.
2. [Email me anytime within the MyUCW portal for this class.](#) ALWAYS identify yourself with your full name and student number in the email and use appropriate courtesies such as salutations - (i.e. Dear Dr. XXX) and professional email etiquette. This applies to

both the instructor and other class members. First state your request/concern/purpose for emailing and then give your explanation. Provide a concise description of the topic of your message in the Subject Heading.

3. I will respond to your emails [within 48 hours](#).
4. It is crucial that you [speak with me without delay should you experience difficulties that affect your performance](#) during the semester. Early contact will increase our chances of resolving those difficulties and ensuring your best performance during the course.

Instructor Bio (see MyUCW course shell)

Faculty bio - see UCW website [link](#)

Step1 Verification

Step 2 Final Verification