

**Commerce 4SA3
International Business
Winter 2024 Course Outline**

**Strategic Management Area
DeGroote School of Business
McMaster University**

INSTRUCTOR AND CLASS INFORMATION

Instructor: Addisu Lashitew (lashitea@mcmaster.ca)	Teaching Assistants
C09 – Tuesday - 11:30am - 2:20pm	
C06 – Wednesday - 11:30am - 2:20pm	
Office Hours: Thursday 2:00pm-3:00pm	Office: DSB 223

COURSE ELEMENTS

Credit Value:	3	Leadership:	Yes	IT skills:	No	Global view:	Yes
Avenue:	Yes	Ethics:	Yes	Numeracy:	Yes	Written skills:	Yes
Participation:	Yes	Innovation:	Yes	Group work:	Yes	Oral skills:	Yes
Evidence-based:	Yes	Experiential:	No	Final Exam:	Yes	Guest speaker(s):	No

COURSE INFORMATION

Lectures: 3 hours per week
Tutorials: N/A
Course Delivery Mode: In-person
Meeting details: See pages 15-16 of this course outline.

COURSE DESCRIPTION

This course provides a broad introduction to international business in the contemporary world. The course covers a wide range of material touching on the international environment and on the operational issues encountered by firms doing business within that environment. It will seek to integrate and expand on the principles learned in core courses throughout the Commerce program. It will also focus on ethical issues in the international environment, seeking to show students how the actions of Multinational Corporation (MNC) impact on the rest of the world.

Approximately half of the course will focus on trade, investment theory, and the environment, the remainder on strategy and the adaptation of managerial activities to the international environment. The course will use Canada and Canadian practices as a comparison point.

COURSE OBJECTIVES

1. To introduce the student to current theory and practice in international business and compare those practices with Canada.
2. To enhance the student's ability to produce *creative, action-oriented, practical* solutions to international business problems.
3. To improve the student's ability to communicate effectively, in writing and orally, in an international business context.

This course requires considerable reading and/or preparation of case studies for each class. Failure to adequately prepare will reduce the learning that this course can offer. Your ability to analyse information will be constantly challenged.

LEARNING OUTCOMES

Upon completion of this course, students will be able to complete the following key tasks:

- Understand some of the complexities of doing business in foreign markets.
- Analyze the business environment of a foreign market and identify the business opportunities.
- Provide action-oriented plans to maximize opportunities that arise.
- Evaluate various entry strategies and co-ordinate the firm and the foreign market, in choosing between these strategies.
- Communicate effectively both orally in presentation form and in writing.

REQUIRED COURSE MATERIALS AND READINGS

Textbook: Hill, C. *International Business: Competing in the Global Marketplace* (14th Ed.) McGraw Hill.

Students are expected to have access to the digital copy of the textbook on the first day of class.

Case studies: Cases for classroom discussion are a required reading, and can be found at the website of [Ivey Publishing](http://www.ivey.com). You have to register and log in before purchasing the course pack (price = \$15.30). Contact cases@ivey.ca for any questions.

Other Recommended Readings: articles will be suggested during class from different sources such as Harvard Business Review and The Economist

COURSE DELIVERY

This course has an e-learn at McMaster Avenue To Learn at <http://avenue.mcmaster.ca>. Your user id is the same as your MUSS e-mail id.

On this site you will find:

- Outline slides in PowerPoint
- Links to useful international business and other course-related websites
- Additional information about different components of course evaluation
- Course documents such as this syllabus, any amendments to the schedule
- Articles of interest

The Avenue is an important communication platform for this course. You should develop the habit of checking the course folder on a daily basis. It is your responsibility to ensure that your e-mail address and account settings in Avenue are correct for you to receive messages.

COURSE EXPECTATIONS

You are expected to class prepared, having read the chapter(s) of the text book scheduled to be covered at class and other reading materials as outlined in this course outline. The main required reading materials are the text book and case studies described under the “Required Course Materials and Readings.”

During this course, you can expect to spend at least 1 hour of preparation time for every hour of lecture time to be able to cover the required reading materials. In addition to this personal preparation time, the individual and group assignments will take a significant amount of time, and involve library research and online research, writing, discussing with group members, brainstorming, collaborating, and practicing.

EVALUATION

GRADE COMPONENT	WEIGHT	DESCRIPTION
Class Participation	15%	Attendance and engagement in weekly virtual class and online discussion
Country Presentation	15%	Presentation on a foreign country that is active in international business by a group of students
Mid-term Exam	10%	Completion of a timed exam in Avenue to Learn (in-person during class hours)
Term Project	40%	
Interim + Final Report		Submission of an interim report on a group project via Avenue (20%)
Final Presentation		Presentation on the group project based on your written report (20%). The presentation will be based on the final report, which you will develop from the interim report based on feedback from the instructor
Final Exam	20%	Completion of a timed exam in Avenue to Learn (exam date announced on Mosaic)

To fairly evaluate your learning experience from this course, we will take into account a broad range of metrics of your participation and performance. This includes both individual- and group-based exercises and projects. Detailed rubrics for evaluating each exercise or project is provided on Avenue – please make sure to check it whenever you work on your projects. Your final grade will be calculated as follows:

Grade Conversion Scheme

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

LETTER GRADE	PERCENT	LETTER GRADE	PERCENT
A+	90 - 100	C+	67 - 69
A	85 - 89	C	63 - 66
A-	80 - 84	C-	60 - 62
B+	77 - 79	D+	57 - 59
B	73 - 76	D	53 - 56
B-	70 - 72	D-	50 - 52
		F	00 - 49

CLASS PARTICIPATION (15%)

The purpose of participation is to develop your communication skills that are vital for success in business settings. Participation will be gauged based on your spoken comments in class and your responses to questions in Top Hat.

Your class participation score will depend on your performance from all classes. For each class, your participation will be evaluated with a score that ranges from zero to ten based on three factors: your attendance, your verbal engagement during class, and your Top Hat responses. Your overall performance will be based on the average value of your performance across all classes, which will be converted to a score of 15. Please see Avenue for a detailed rubric for evaluating your participation.

Class participation is not necessarily intended to assess if you have provided the “correct” answer. The emphasis is rather on your engagement – including your preparation for the class, attitude during group interactions, and your willingness to openly and clearly express your views with your fellow students and instructor. For good participation performance, you need to focus both on the quality and quantity of your contributions. Here are a few issues that you can use to raise the quality of your input:

- *Relevance*---Does the comment bear on the subject at hand?
- *Analysis*---Is the reasoning employed consistent and logical?
- *Responsiveness*---Does the comment respond to what someone else has said?
- *Significance* ---Does the contribution further our understanding of the issue at hand?
- *Evidence*--- Is the analysis backed by quantitative/qualitative data from reliable sources?
- *Clarity*---Is the comment succinct and understandable?

Participation starts at Class Three. Each class is worth 3%. Your best 5 classes will make up your 15%. You will lose points on participation per class if you are late (by 30 minutes or more), and/or if you create disturbances to live or in-person class discussions. Exceptional performance and contribution from selected students could achieve a higher-than-average grade for that class.

If you are not able to attend the live session for a valid reason, please inform your instructor and teaching assistant in advance. The weight of your attendance (30%) will be transferred to your participation in the classroom discussions.

COUNTRY PRESENTATION (15%)

The first one hour of each session will be devoted to presentations by two groups on two countries. These presentations will be done in groups of three students. I will make time available in the first class for you to form teams for this assignment. During that time, you are expected to make up a group from members within your section and select a country for your presentation. Countries that can be covered are listed below and they will be allocated on a first-come, first-served basis. Note that the class number indicates the date/class when each country will be presented. For example, groups that select the U.S. and Brazil will present on the third class, i.e., on January 23/24. Note also that you cannot change your group once you make a choice.

WEEK OF CLASS	COUNTRY
3	U.S.
3	Brazil
4	China
4	Indonesia
5	United Arab Emirates
5	India
6	U.K.
6	France
7	Russia
7	Australia
8	Japan
8	South Korea
10	Germany
10	South Africa

Allow 20 minutes for each presentation and 5 minutes for discussion about the presentation. The aim of the presentation is to introduce the country, provide a background on the major international business activities in that country, followed by a relatively in-depth and critical analysis of the opportunities and challenges for international business in the country. Extensive research is required here as you are not only learning about how to do research and presentations but also informing your fellow students. Make sure you are using current and accurate information. You can get recent data for key macro-level indicators from the World Development Indicators and other similar databases.

Country presentations will start during Class #3 on Jan. 23/24. Please upload (1) your slides of your presentation, preferably in pdf. The files should be saved on Avenue at least 12 hours before the class starts. There is a separate folder created to store these files named “Country Presentation”, which you will find under “Assessments → Assignments” on Avenue. Once you make a team, please register yourself under the appropriate group in Avenue. The groups are numbered to indicate your core number, week of presentation and country (C01_W3_US means Team US in class/core 1, which will present in week 3. Also do not forget to list the names and student ID of group members in your slides.

You have a lot of degree of freedom in how you organize your presentation. But be sure that the first half of your presentation provides a general introduction of the country, and the last half on the opportunities or constraints for international business (trade and investment) in that country.

The following table provides a general outline of the presentation

Focus of presentation	The type of material to be presented
I. An overview of the country	Geographic location, demographic information, political system, level of economic development, overview of recent trends in trade and investment
II. Opportunities and constraints of international business (trade and investment)	<ul style="list-style-type: none"> • Overview of opportunities by sector, commodity or other relevant themes • Overview of challenges and constraints including - (i) geographic forces, such as distance (ii) institutional forces, such as culture or corruption (iii) political constraints, such as instability - that inhibit the inward flow of trade and investment.

To perform well in these presentations, you should be able to partake your knowledge of the country in an interesting way. Be novel and creative in your approach. Practice your presentation and try to stay in time, while also avoid reading directly from your slides and/or notes. Your presentation will be evaluated based on four criteria: the interestingness and quality of your overview; creative use of supportive materials; quality of content; and, presentation style. Please consult the rubric on Avenue for more detail about each criterion.

For all group activities in this course, all member students are expected to contribute equally. When that is not the case, individual grades will be adjusted to reflect individual efforts and contributions based on peer evaluations. To assess your peers, please use the peer evaluation form at the last page of this outline and e-mail the completed form to the instructor after your presentation. One copy of the evaluation for your group is sufficient. You will receive your mark through e-mail within one week after your presentation. Please note that peer evaluation is only for assessing relative differences in contributions, and cannot be used to exclude one or more members from the group. If your encounter a serious dysfunction in your group and you cannot resolve it by yourselves, please arrange an appointment with the instructor well before the end of the term.

TERM PROJECT (40%)

The term project is a teamwork exercise with five students per team. Please form a group and enrol on Avenue to Learn within the first week after the beginning of class. Also note that you will not be able to change your group once you make your choice.

You are expected to prepare a robust strategic analysis of the current performance and future prospects for a real company engaging in international business activities. This exercise has several objectives:

- To provide you with an opportunity to deepen your understanding of a specific international business activity introduced in lectures and case discussions.
- To enable you to apply the knowledge, tools and frameworks you learned from the course to analysing problems or opportunities faced by an international company in the real world.
- To give you an opportunity and experience of presenting your results for an audience.
- To simulate the teamwork that is increasingly important in the business world.

Guidelines for the selection of companies for strategic analysis will be discussed in class. In general, the companies must conduct international business (e.g., export and import, cross-border merge and acquisition, international joint venture, licensing, global R&D, establishing facilities in foreign countries, marketing in foreign countries, etc.). You are free to choose a major international business activity of the company and make a systematic analysis of the antecedents and consequences of that activity. That activity is of course the focus of the considerable primary and secondary research that the project entails.

There are three key deliverables in this term project: (1) your interim report; (2) your final report; and, (3) your final presentation. Dates for these key events are shown in the **Schedule** section of this Course Outline.

CHOOSING YOUR COMPANY AND IB ACTIVITY

It is best to select a company and IB activity that is of interest to you, so that you will learn something useful over the course of completing your term project. Be mindful that if you select a small company, detailed secondary information that you need for your project may not be publicly available. For this course, it will be unacceptable to use recycled information or reports from another project for a different course. The instructor will post an additional note on Avenue on how to select a topic for your term project. Please also consult the template for the interim report on Avenue to better understand the nature of your term project for which you are selecting a topic.

Topic Selection -- due on Jan. 24

Please email to your professor and your TA a short description of your project topic at the latest by Jan. 24. Please provide a 300-word description of the project you would like to pursue during the course covering:

- Project title and group members (names, sections and student numbers, as well as email address of at least one member).
- Describe the company you have chosen, and which IB activities of this company you aim to study
- Motivate the key questions you aim to investigate and explain why they are important.
- Any questions you have for the instructor.

INTERIM AND FINAL REPORT (15%)

- *Interim report deadline -- Mar. 4*
- *Final report deadline -- April. 2*

A submission of your interim report is expected by end of day on March 4. The instructor will post on Avenue a short document outlining the template of the interim and final reports. Please submit a Microsoft Word format of your report to the folder named "Interim Report" under "Assessments → Assignments" on Avenue. Please name your file with your core number and your company (e.g., "C04_Air Canada_Interim Report").

Please take into account the comments you received from your instructor on your topic selection. Your interim report is expected to analyse qualitative and quotative data to address the specific

project objectives identified during topic selection. It should apply relevant IB concepts, theories and analytical frameworks to a practically relevant business challenge.

The interim report will be graded based on the quality of section of the report: (i) Executive Summary; (ii) Background and Problem Statement; (iii) Quality of Data and Analysis; (iv) Quality of Findings; (v) Professionalism (vi) Figures and Tables. More details about the grading rubric are available on Avenue. The final report will have one additional evaluation criteria, which will be the quality of your *Recommendations & Future Scenario*.

The instructor will carefully read your interim report and provide you with feedback as well as provisional marks. While these marks are good indications of your marks for the final report, you are expected to revise and submit a final report, which will be due on April 4. In the last page of your report, please provide a short explanation of how you revised the manuscript. Any changes in grading will be based on how satisfactory those changes are.

LATE SUBMISSIONS

Late submission will result in a mark reduction of 25% of its value.

FINAL PRESENTATION (20%) – Beginning from April 2

The last two classes of the course will be devoted to your final project presentations. The final presentation must be based on the final report, which you develop based on the feedback for your interim report. The deadline for submitting the final report is end of day April 4. The format of your final presentation depends a good deal on your choice of company and IB activity. However, as a minimum, you will want to include the following sections:

- **Introduction** -- outlining the overall project **objective** and relevant background information (company activities, growth performance, its country and industry contexts).
- **Research Methods** – Discussing the international business issue you want to study and why and how it is important for the company. You should also explain the source and quality of your data; whether it is primary and/or secondary, and how you used it to get to your results.
- **Results/Findings** – These are the main results from your analysis. They should be directly related to the project objectives stated in the introduction. They should also be backed up by data and/or other evidence (e.g., published research findings). While your results will depend on the nature of your objectives, they should be related to international business activities, processes or outcomes and offer insights that can inform strategy making in a given business or industry.
- **Recommendations** on how the company can better handle its IB activity. What would be the optimal internationalization strategy for the firm?
 - Try to apply some of the insights and frameworks from the course here.

Please submit a copy of your slides and the final report to the folder called “Final Report & Slides” under “Assessments → Assignments” on Avenue. The deadline for the final report is April 4, but the slides can be submitted just before your presentation. Apply the best professional standards in executing your presentation, and make sure to practice beforehand to avoid any hiccups. If your

company sends a representative to watch the presentation, then please also provide them with a copy of your PowerPoint slides.

You will have twenty-five minutes maximum, including time for questions and answers, to tell your story. Attendance during presentations is mandatory and all members of the group must participate in the presentation.

Please check out Avenue for a detailed rubric of your evaluation. The rubric covers the quality of the above-indicated parts of your presentation, as well as your presentation skills (time keeping, coordination, professionalism etc.).

PEER EVALUATIONS

One goal of the interim project and the country presentations is to give you an experience of functioning effectively with teams. You are expected to contribute equally to the group work and amicably sort out any disagreements that may naturally arise in the process. The peer evaluation form on page 18 of this course outline can be used to report any potential differences in contribution to the group work.

The contributions of an individual member could negatively or positively affect the quality of the overall group. It is best if you work out a plan of who should contribute what and when at the first group meeting. From past experience, conflicts arise because (a) individuals do not respect the group process, and (b) there is lack of proper communication among group members. During the first group meeting, which should take place within the first two weeks, it is best to set out specific allocation of tasks and a clear timeline for all members. Deviations from these parameters should then be openly and fairly discussed in subsequent meeting. To avoid delays and conflicts, it helps to plan far ahead and block your calendars for group meetings. Make sure that you don't have other commitments (e.g., tests, major assignments, social commitments, holidays, etc.) during these meetings. The worst thing you can do is surprise your group with a long-standing commitment at the last minute.

Peer evaluations are not required if equal effort and contribution is made by all group members. If this is not the case, you should submit the peer evaluation form that is signed off by all group members (see end of this course outline). Please note that peer evaluation is only for assessing relative differences in contributions, and cannot be used to exclude one or more members from the group. If your encounter a serious dysfunction in your group and you cannot resolve it by yourselves, please arrange an appointment with the instructor well before the end of the term.

MID-TERM EXAM (10%)

A timed mid-term exam on Avenue to Learn is scheduled at the beginning of the class in the week of March 12/13. The exam will consist of multiple-choice questions and short answer questions covering all course materials discussed until the mid-term recess. Students who miss mid-term exam without prior arrangement will not receive any marks for the exam. If you miss the exam after securing a permission from the instructor at least two days before the exam, your evaluation will be transferred to your final exam (i.e., your final exam results will be increased by 50%).

FINAL EXAM (20%)

A timed final exam on Avenue to Learn is scheduled for the last class of the course in the exam week. The exact date will be scheduled by Registrar's office and announced on Mosaic. The exam will consist of multiple-choice questions and short answer questions on a case (which will be provided in the exam paper). The exam will cover all materials discussed in the course after the mid-term exam (i.e., lecture notes, textbook readings, case and article discussed, country presentations, and videos) throughout the semester. To perform well in this exam, you are advised to closely read the textbook prior to the lectures throughout the course; postponing reading to the end of the term will make it difficult for you to cover the entire set of materials.

REQUESTS FOR RELIEF FOR MISSED ACADEMIC WORK

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar "Requests for Relief for Missed Academic Term Work" and the link below;

<http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

COMMUNICATION AND FEEDBACK

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants. All students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default.

- *For Level 1 and Level 2 courses, this feedback must equal a minimum of 20% of the final grade.*
- *For Level 3 courses and above, this feedback must equal a minimum of 10% of the final grade.*

Instructors may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar "[Requests for Relief for Missed Academic Term Work](http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/)" and the link below:

<http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

COURSE MODIFICATION

From time to time there may be a need to remove/add topics or to change the schedule or the delivery format. If these are necessary, you will be given as much advance notice as possible.

GENERATIVE AI

Students may use generative AI for [editing/translating/outlining/brainstorming/revising/etc] their work throughout the course so long as the use of generative AI is referenced and cited following citation instructions given in the syllabus. Use of generative AI outside the stated use of [editing/translating/outlining/brainstorming/revising/etc] without citation will constitute academic dishonesty. It is the student's responsibility to be clear on the limitations for use and to be clear on the expectations for citation and reference and to do so appropriately.

ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty.**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university.

For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

AUTHENTICITY/PLAGIARISM DETECTION

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work, including use of generative AI software. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

COURSES WITH AN ON-LINE ELEMENT

Some courses may use on-line elements (e.g. email, Avenue to Learn (A2L), web pages, TopHat, MS Teams, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course.

The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

ONLINE PROCTORING

Some courses may use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or sas@mcmaster.ca to make arrangements with a Program Coordinator. For further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](#) policy.

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office **normally within 10 working days** of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations.

Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

EXTREME CIRCUMSTANCES

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

RESEARCH USING HUMAN SUBJECTS

All researchers conducting research that involves human participants, their records or their biological material are required to receive approval from one of McMaster's Research Ethics Boards before (a) they can recruit participants and (b) collect or access their data. Failure to comply with relevant policies is a research misconduct matter. Contact these boards for further information about your requirements and the application process.

McMaster Research Ethics Board (General board): <https://reo.mcmaster.ca/>
Hamilton Integrated Research Ethics Board (Medical board): <http://www.hireb.ca/>

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in Commerce 4SA3 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

COURSE SCHEDULE

DATE	WEEK #	TOPIC AND ACTIVITIES	READINGS IN TEXT
Jan. 9/10	1	<u>Introduction to International Business</u> : Format of the course; International business & globalization; Putting Canada on the map.	Chapter 1
Jan. 16/17	2	<u>Trade Theories</u> : The welfare effects of international trade. Why promote (or restrict) trade? <i>Case Discussion: US-China Trade War: Deal or No Deal?</i> (Coursepack available at Ivey Publishing)	Chapter 6
Jan. 23/24	3	<u>The Political Economy of International Trade</u> : Tools used to restrict and promote imports and exports <u>International Investment Theories</u> : Why do companies invest in foreign markets? <i>Country Presentation: U.S., Brazil</i> Project topic due by end of day on Jan. 24	Chapters 7&8
Jan. 30/31	4	<u>Culture and Political Economy</u> : Cultural differences, Hofstede's cultural model, implications for IB; Differences in political, economic and legal systems; Political risk in IB <i>Country Presentation: China, Indonesia</i>	Chapters 2 & 4
Feb. 6/7	5	<u>Firm Strategy in International Business</u> : Globalization, multi-domesticity, global strategies. <i>Case Discussion: Competing with Patanjali: Can You Bend Like the Baba?</i> (Coursepack available at Ivey Publishing) <i>Country Presentation: U.A.E., India</i>	Chapter 13
Feb. 13/14	6	<u>The organization of MNEs</u> : Benefits and costs of various organizational designs; fitness between a MNE's organizational structure and internationalization strategy. <i>Country Presentation: U.K., France</i>	Chapter 14
		MID-TERM RECESS Monday February 19 to Sunday February 25	
Feb. 27/28		Project week – no class Interim Report due by end of day on Mar. 4	

DATE	WEEK #	TOPIC AND ACTIVITIES	READINGS IN TEXT
Mar. 5/6	7	<u>Analysing International Opportunities</u> : Selecting target markets; differences between developed markets vs. emerging markets. <u>Country Presentation</u> : <i>Russia, Australia</i>	Chapter 15
Mar. 12/13	8	Mid-term exam <u>Economic Integration</u> : Types with pros and cons to bloc and non-bloc countries. The European Union (EU). NAFTA and other blocs. <u>Country Presentation</u> : <i>Japan; South Korea</i>	Chapter 9
Mar. 19/20	9	<u>The International Monetary System</u> : Foreign exchange market; foreign exchange risk; exchange rate regimes. <u>Case Discussion</u> : <i>Cryptocurrencies: Investment, Money or Gamble?</i> (Coursepack available at Ivey Publishing)	Chapters 10 & 11
Mar. 26/27	10	<u>Ethics, corporate responsibility and sustainability in IB</u> : The strategic imperative of corporate sustainability; Grand challenges and IB; “Base of the Pyramid” innovations <u>Country Presentation</u> : <i>Germany, South Africa</i>	Chapters 5 & Additional materials
Apr. 2/3	11	<u>Project presentations</u>	
Apr. 9/10	12	<u>Project presentations</u>	

Term Project Peer Evaluation (Optional)

Company Name: _____

Name of Group Member	Percentage contribution to total project	Signature

Comments:

Peer Evaluation for Country Presentation

Country Presented: _____

Date and Section: _____

Name of Group Member	Percentage contribution to total project	Signature

Comments: