



**INTB 7730 (A01) (1.5 CH)  
INTERNATIONAL BUSINESS  
Summer 2009**

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**INSTRUCTOR**

Name: Stephen James

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Office Location: 378 Drake Centre

Office Hours: Tuesday & Thursday after 3:00p  
& by appointment

**COURSE DESCRIPTION**

INTB 7730 is a 1.5 credit introductory graduate course in international business. Its aim is to develop your appreciation of business decision-making in an international/global context. Learning activities are focused towards developing intellectual and interpersonal skills in order for managers to function more effectively in international markets.

Key concepts and topics that will be covered include: globalization and the global economy, the international business environment, and international business strategies and practices. While countries still retain much control over their internal economies, and the products, people, and capital crossing their borders, globalization is increasingly challenging their control. Globalization is the accelerating trend toward greater social, economic, technological and environmental interdependence among nations and economies. International business, a growing reality within globalization, is any commercial transaction that crosses the borders of two or more nations. That is—“International business refers to business activities that involve the transfer of resources, goods, services, knowledge, skills, or information across national boundaries.” (Shenkar & Luo, 2008)

No prerequisites required.

**COURSE OBJECTIVES**

The course objectives are:

- to understand the fundamental structure and behaviour of the international business environment;
- to discuss the key benefits and challenges of conducting business in today’s increasingly global reality; and
- to develop basic international business analysis and strategy skills;

## COURSE MATERIALS

Course Text: Peng, Mike W., Global Business (South-Western Cengage Learning, USA), 2009

## COURSE ASSESSMENT

Student understanding will be assessed through:

- Class participation – 25 marks; and
- 2500 Word Paper ( $\pm$  500 words) – 75 marks.

Class preparation and participation are essential to the learning process. Students will be encouraged throughout the course to contribute their understandings, opinions and recommendations with respect to assigned readings and discussion topics. Final participation marks will be determined on the overall value of a student's contribution to class learning. Please note, as participation is considered so important, class absence will result in a 5 mark preset penalty for each class missed; however, makeup assignment(s) may be considered where illness, family emergency, etc. are involved.

To reinforce and affirm the learning objectives, students will be required to submit a final course paper based on the readings and class discussions. The paper assignment will be provided in the course's first class and will be due to the instructor by no later than 4:30 pm, Thursday, July 23<sup>rd</sup>. The paper can be either hand delivered to Drake 322 or emailed to [steve\\_james@umanitoba.ca](mailto:steve_james@umanitoba.ca). Late submissions will be penalized at a 10% preset penalty for each partial and/or full day(s) late. Again, medical and emergency circumstances will be taken into consideration if required.

Final grades will be assigned as follows:

<b>Cumulative Marks</b>	<b>Grade</b>	<b>GPA</b>	<b>Performance</b>
90-100	A+	4.5	Excellent
80-89	A	4.0	Very Good
75-79	B+	3.5	Good
70-74	B	3.0	Satisfactory
65-69	C+	2.5	Marginal
60-64	C	2.0	Unsatisfactory
50-59	D	1.0	Unsatisfactory
Below 50	F	0.0	Unsatisfactory

## **COURSE CONDUCT**

INTB 7730 is made up of five three-hour sessions delivered over three weeks, on Tuesday and Thursday evenings, between 6:15 and 9:30 pm. The course objectives will be pursued through a combination of class lecture and reading/case discussions based on the assigned weekly readings.

Students are encouraged to contact Disability Services at 474-6213 or the instructor should special arrangements need to be made to meet course requirements.

## **DISABLED STUDENTS**

Students are encouraged to contact Disability Services at 474-6213 or the instructor should special arrangements need to be made to meet course requirements.

Session Descriptions:

FOCUS	PREPARATION
<b>Session 1: Global Economy and International Business</b>	
<p>Session 1 will focus on the background, nature and extent of today's global economy, and the business and trade activities therein.</p>	<p>Peng, Chapter 5, Trading Internationally</p> <p>Peng, Chapter 8, Capitalizing on Global and Regional Integration</p>
<b>Session 2: Global Money and International Business</b>	
<p>Session 2 will focus on the background, nature and extent of today's global financial institutions and markets, and their critical importance to the conduct of international business</p>	<p>Peng, Chapter 7, Dealing with Foreign Exchange</p>
<b>Session 3: Market/Country Entry and International Business</b>	
<p>Session 3 will focus on initial international market access and ongoing foreign investment.</p>	<p>Peng, Chapter 10, Entering Foreign Markets</p> <p>Peng, Chapter 6, Investing Abroad Directly</p>
<b>Session 4: Corporate Strategy and International Business</b>	
<p>Session 4 will focus on company interests and strategies with respect to participating in international business activities.</p>	<p>Peng, Chapter 13, Strategizing, Structuring, and Learning Around the World</p>
<b>Session 5: Corporate Governance and International Business</b>	
<p>Session 5 will focus on organizational structure and governance of international business activities.</p>	<p>Peng, Chapter 16, Governing the Corporation Around the World</p> <p>Peng, Chapter 17, Managing Corporate Social Responsibility Globally</p>



## **ACADEMIC INTEGRITY**

I.H. Asper School of Business—Faculty of Management, The University of Manitoba

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It is critical to the reputation of the I. H. Asper School of Business and of our degrees that everyone associated with our faculty behaves with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any dishonesty in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic dishonesty under the heading “Plagiarism and Cheating.” Specifically, acts of academic dishonesty include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

Many courses in the I. H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic dishonesty. Because of the unique nature of group projects, all group members should exercise special care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur, group members are jointly accountable unless the violation can be attributed to a specific individual(s).

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it related to academic integrity with their instructor to avoid violating this policy.

In the I. H. Asper School of Business, all suspected cases of academic dishonesty are passed to the Dean’s office in order to ensure consistency of treatment.



## MEDICAL ABSENTEEISM FORM

I.H. Asper School of Business—Faculty of Management, The University of Manitoba

### STUDENT IDENTIFICATION: (PLEASE PRINT CLEARLY)

_____	_____	_____	_____
Last Name	First Name	Middle Initial	U of M Student Identification Number
_____	_____		
Course #	Instructor Name		
_____	_____		
Student's Signature	Date		

### TO BE COMPLETED BY THE ATTENDING PHYSICIAN: (after the above section is completed) (PLEASE PRINT CLEARLY)

_____	_____	_____
Physician's Last Name	Physician's First Name	Middle Initial
_____	_____	_____
Street Address	City, Province	Postal Code
_____	_____	
Telephone Number	Fax Number	

**To the attention of the physician:** Your evaluation of the student's condition is being used for the purpose of determining whether or not the student has a valid reason to miss an important exam or assignment. Your professional evaluation is necessary to ensure that only valid cases are excused.

**I certify that the nature of the student's condition is severe enough to prevent the student from taking an exam or completing an assignment. If requested, my associates or I will verify for the above named instructor/administrator that this information is accurate.**

The student's condition will likely span the following dates:

\_\_\_\_\_ until \_\_\_\_\_  
(Indicate start date) (Indicate end date)

\_\_\_\_\_ Date  
Physician's Signature

### NOTES TO PHYSICIAN:

- Please make a note in the student/patient's file indicating that the student has given the above named instructor/administrator permission to verify with you, your staff, or your colleagues, that the information contained on this form is correct. Thank you for your professional evaluation of this student's condition.
- **PLEASE ATTACH THIS FORM TO YOUR REGULAR OFFICE STATIONERY THAT INDICATES THE STUDENT VISITED YOUR OFFICE.**

### NOTES TO STUDENT:

- The use of this form is at the option of the student. However, in order to obtain an excused absence for an assignment or exam the student must obtain a doctor's certification that the student's condition is severe enough to prevent the student from taking the exam or completing the assignment.
- It is **NOT SUFFICIENT** to provide a note that only indicates the student visited the doctor's office.



**Stephen L. James, BSc, BA, MA, MBA, CMA**

Executive Director, Asper MBA

I.H. Asper School of Business

Steve was born and raised in Vancouver, BC. He joined the Canadian Forces in 1973, earning his BSc (Physics) and BA (History), and his pilot wings over the next ten years. In 1987, as a Major, he was selected for PG training, and spent the following two years at the Royal Military College and Queens focusing his studies on international relations and defence policy. In 1989, he became a defence planner and spent the following six years examining Canada's changing security environment, participating in a variety of future studies and national policy reviews.

In 1995, Steve left the military to once again further his education, receiving in 1996 an MBA, as well as a Certificate in Public Sector Management, from the University of Manitoba. In the years following, he undertook several strategic planning and change management assignments as an aerospace and defence consultant. In 2001, Mr. James assumed his current position at I.H. Asper School of Business where he oversees the School's MBA and participates in the School's undergraduate and executive programs. He teaches in the areas of business strategy, business-government relations, and international business. He is a Certified Management Accountant, as well as a Research Fellow at the University's Centre for Defence and Security Studies. He regularly writes on Canadian security and aerospace issues, recently co-authoring, with Dr. James Fergusson, a *Report on Canada, National Security and Outer Space* in 2007.