

Business Administration

Course Number: **BUAD 330**

Course Title: **INTERNATIONAL BUSINESS**

Credits: 3

Calendar Description: This course examines business operations in an international context and includes cultural, economic, financial, legal and political environments. *(also offered by Distance Education)*

Semester and Year:

Professor

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Learning Outcomes

Upon completion of this course the student will be able to

- explain why companies engage in international business and how this differs from domestic business.
- describe the impact of technology on globalization.
- demonstrate an understanding of the international business environment, including economic, political, legal, cultural and financial environments.

Notes

Participation (20%)

This is a hybrid or blended course with virtual classes (synchronous delivery) and also videos for students to watch in their own time (asynchronous delivery). For the virtual classes, students are required to have a computer, stable internet connection, video camera and headset (microphone and speakers). Students receive a grade based on their participation in exercises during virtual classes (10%) and a grade based on their answers to questions asked during the videos (10%).

Individual Assignments (20%)

There are two written assignments (minimum of two pages each), an online game with an oral test. The written assignments provide the content for discussion during the virtual class on the due date. Students who are not in the virtual classroom on that date and not prepared to talk about their written assignment can only achieve 50% of the assignment grade. The online game has scores that have to be submitted in order to qualify for the graded oral test.

Individual Quizzes (10%)

There are multiple-choice quizzes for every chapter of the course text throughout the term.

Individual Research Paper (25%)

The research paper is an individual effort on a global business topic chosen by the student. Students have to submit a one page proposal worth 5% to the professor for approval before proceeding. The research paper (20%) must be in the format of an academic report, including proper formatting, footnotes, references, bibliography, etc. The body of the report has to be at least 10 pages in length. All papers must be carefully prepared and proofed. Extensive outside sources must be cited in the paper where necessary.

Every student has to give a 5 minute presentation on their research topic in the virtual classroom at the end of the term. Students who fail to present can only achieve 50% of the report grade.

Mid-Term Exam (10%)

This exam covers chapters 1 – 6 and is 1.5 hours in duration. The format is short answer questions. Questions are from the course text as well as videos and classroom discussions. Students have to sit the exam in the virtual classroom with the camera on. Failure to adhere to these conditions will result in zero marks for the exam.

The Final Exam (15%)

This exam covers chapters 7 – 16 and is 2 hours in duration. The format is the same as the mid-term exam and also include questions about current global news events.

Required Texts/Resources

Global Business Today, Hill, C., McKaig, T., 5th. Canadian ed., McGraw-Hill Ryerson, 2018. This course text is available in hard copy and as an e-text for the duration of the term. Please contact the bookstore for more information: <https://okanagan.bookware3000.ca/home>

