

COURSE NAME: MGT104 International Business

Credit Value: 3
Total Course Hours: 42
Prerequisite Course(s): None
Corequisite Course(s): None

COURSE DESCRIPTION

Through the study of international companies, students examine the terminology of international business. Students will explore the influence of forces such as culture, economics, politics, and geography on business and markets. Students are also introduced to relevant international organizations including the World Bank, the World Trade Organization (WTO), and the International Monetary Fund. Canadian government policy affecting international business is also examined as part of this course.

PLAR INFORMATION

This course is eligible for Prior Learning Assessment and Recognition. Students are advised to discuss options with their program coordinator.

COURSE LEARNING OUTCOMES

Upon completion of this course, the student will have reliably demonstrated the ability to:

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| <p>1.0 Review the context of international business in the 21st Century.</p> <ul style="list-style-type: none">1.1 Identify the historic theories of trade.1.2 Explain the international monetary system.1.3 Define globalization.1.4 Explain the General Agreement on Tariffs and Trade (GATT) and the WTO.1.5 Discuss the implications of emerging economies on international business.1.6 Quantify the global economy. <p>2.0 Contrast formal and informal institutions and their separate roles in politics, law, economics, and international business.</p> <ul style="list-style-type: none">2.1 Explain how institutions reduce uncertainty and provide stability.2.2 Describe the institution-based view of global business.2.3 Compare democracy and totalitarianism, and differentiate between the market economy, command economy, and mixed economy.2.4 Contrast civil law, common law, and theocratic law, and the implications for property rights and intellectual property rights.2.5 Define culture and its key elements.2.6 Describe how formal institutions affect domestic and international competition. | <p>3.0 Analyze the role of resources and capabilities in competitive advantage and international business.</p> <ul style="list-style-type: none">3.1 Define resources and capabilities and explain how they are used to create value.3.2 Explain why firms choose between outsourcing and keeping an activity in-house.3.3 Describe how resources and capabilities influence competitive dynamics. <p>4.0 Develop a toolkit to analyze the impact of international business and trade.</p> <ul style="list-style-type: none">4.1 Analyze tariffs and other trade barriers.4.2 Discuss determinants of foreign exchange rates.4.3 Identify firms' strategic responses to deal with foreign exchange movements.4.4 Apply a Value, Rarity, Imitability Organization (VRIO) framework. <p>5.0 Analyze the strategic implications of business decisions on international success.</p> <ul style="list-style-type: none">5.1 Contrast international strategies for entering foreign markets versus domestic markets.5.2 Make the case for global economic integration.5.3 Make the case for regional economic |
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integration.

5.4 Identify the drivers for attacks, counterattacks, and signaling.

5.5 Outline how alliances are formed, evolved and dissolved and the role of acquisitions.

6.0 Investigate the tactical implications of business decisions on international success.

6.1 Match location-specific advantages with strategic goals (where to enter).

6.2 Compare first-mover and late-mover advantages (when to enter).

6.3 Describe a comprehensive model of foreign market entries (how to enter).

6.4 Discuss how local firms fight multinational enterprises (MNEs).

6.5 Relate multinational strategy to structure.

6.6 Contrast international models and governance mechanisms.

7.0 Analyze the implications of Canadian policy.

7.1 Describe federal priorities and strategy.

7.2 Inventory Canada's current trade agreements.

7.3 Identify Canada's barriers to trade.

7.4 Discuss foreign and domestic influences on government policy.

8.0 Relate ethics and corporate social responsibility to long-term international success.

8.1 Describe the stakeholder's perspective.

8.2 Articulate the importance of ethics in corporate social responsibility.

8.3 Discuss strategic responses when firms deal with ethical challenges.

8.4 Identify the industry conditions conducive to cooperation and collusion.

8.5 Apply the institution-based and resource-based views to analyze corporate social responsibility.

GENERAL EDUCATION

This is not a General Education course.

PROGRAM OUTCOMES

This course contributes to the following Ministry of Colleges and Universities approved program learning outcomes (PLO):

Business Management

3. Utilize the concepts and business applications of computer information systems.
6. Analyze a marketing situation and develop appropriate advertising recommendations and sales promotion strategies.
9. Utilize effective oral and written communications in all aspects of work completed.
10. Apply effective interpersonal skills.
11. Articulate various economic principles and their relationship to business.
12. Complete all work according to relevant and accepted business ethics and within the scope of corporate responsibility.

ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES

This course contributes to the following Ministry of Colleges and Universities approved essential employability skills (EES) outcomes:

1. Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience.
2. Respond to written, spoken, or visual messages in a manner that ensures effective communication
4. Apply a systematic approach to solve problems

5. Use a variety of thinking skills to anticipate and solve problems

EXTERNAL COURSE ACCREDITATIONS AND CONDITIONS

COURSE EVALUATION

Assignments 35%

Case Studies 35%

Final Exam 30%

PROGRAM SPECIFIC GRADING

As per college grading system.

GRADING SYSTEM

A+:	90-100%	B+:	77-79%	C+:	65-69%	D:	50-54%	S - Satisfactory
A:	85-89%	B:	73-76%	C:	60-64%	F:	0-49%	I - Incomplete
A-:	80-84%	B-:	70-72%	D+:	55-59%			F- Repeat Course, included in GPA
								FS- Failure Supplemental
								FR- Repeat course, excluded from GPA

*For a complete chart of grades and descriptions, please see the Grading Policy.

LEARNING RESOURCES

Other Resources:

As identified by instructor.

Resources listed on the course outline support the achievement of learning outcomes, and may be used throughout the course to varying degrees depending on the instructor's teaching methodology and the nature of the resource.

LEARNING ACTIVITIES

Assignments

Case studies

DELIVERY MODE

This course may be delivered, in whole or in part, in a number of modalities, including in class, online, hybrid, in a synchronous or asynchronous manner or a combination thereof, as per accreditation and/or regulatory standards where appropriate.

ACADEMIC POLICIES

Canadore College is committed to the highest standards of academic integrity, and expects students to adhere to these standards as part of the learning process in all environments. The College's Academic Integrity policy seeks to ensure that all students understand their rights and responsibilities in upholding academic integrity and that students receive an accurate and fair assessment of their work. Please review the Academic Integrity policy (A-18) and other academic policies found on our website:

<https://www.canadorecollege.ca/about/policies>.

COLLEGE POLICIES

- Protecting human rights in support of a respectful college community

For college policies please see: <http://www.canadorecollege.ca/about-us/college-policies>.

STUDENT SUCCESS SERVICES - Your Success Matters!

Student Success Services provides student-focused services to facilitate students' success in their studies. Staff provide support by reducing and/or removing educational-related barriers through individualized accommodations and supports to students with disabilities.

Please visit our webpage to learn more: <https://www.canadorecollege.ca/support/student-success-services> or look for our events on social media.

To connect with Student Success Services email studentsuccessnow@canadorecollege.ca or call 705.474.7600 ext 5205.

FIRST PEOPLES' CENTRE:

A culturally safe environment offering CONFIDENTIAL student focused services, drop in or make an appointment to access:

- One on one counselling
- Elder in residence program
- Peer tutoring
- Peer mentorship
- Lunch & learn workshops on study skills, self-care, life skills

- Learning Resource Centre

Drop by our offices at C254 College Drive, E101 Commerce Court or call 705 474 7600 Ext. 5961 College Drive / 5647 Commerce Court.

<https://www.canadorecollege.ca/experience/indigenous-student-experience>

WAIVER OF RESPONSIBILITY

Every attempt is made to ensure the accuracy of this information as of the date of publication. The college reserves the right to modify, change, add, or delete content.

HISTORICAL COURSE OUTLINES

Students use course outlines to support their learning. Students are responsible for retaining course outlines for future use in applications for transfer of credit to other educational institutions.