

## IBS982 - International Market Entry

Faculty of Continuing Education, Fall - 2021

### Subject Title

International Market Entry

### Subject Description

This course examines what individuals in organizations need to know and do to ensure the success of new international ventures. Careful analysis and planning are necessary to choose the most effective market entry strategy for a new venture. The chosen strategy must be successfully implemented and managed, which includes demonstrating cultural competence and complying with applicable local and international laws.

### Credit Status

One credit.

### Learning Outcomes

Upon successful completion of this subject the student will be able to:

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1. Select the most advantageous market entry strategy based on research and analysis of options and potential issues.
2. Develop an international business plan, including key business strategies with metrics to monitor success.
3. Develop a strategic plan for market entry using the international business plan.
4. Develop, implement and monitor an organizational code of ethics/ conduct to support professionalism and organizational decision making in international trade activities.
5. Comply with domestic and foreign legal requirements that govern international trade activities.
6. Establish and manage strategic alliances through use of research, evaluation, negotiation and continued communication.
7. Use knowledge of target market's culture to establish and maintain productive business relationships.
8. Manage direct and indirect exports to maximize profit and ensure efficient distribution and control.
9. Develop and manage foreign direct investment arrangements, such as foreign mergers and acquisitions.
10. Plan for foreign franchising and licensing opportunities.

### Essential Employability Skills

- Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfils the purpose and meets the needs of the audience.
  - Respond to written, spoken, or visual messages in a manner that ensures effective communication.
  - Execute mathematical operations accurately.
  - Apply a systematic approach to solve problems.
  - Use a variety of thinking skills to anticipate and solve problems.

- Locate, select, organize, and document information using appropriate technology and information systems.
- Analyze, evaluate, and apply relevant information from a variety of sources.
- Show respect for diverse opinions, values, belief systems, and contributions of others.
- Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
- Manage the use of time and other resources to complete projects.
- Take responsibility for one's own actions, decisions, and consequences.

## **Academic Integrity**

Seneca upholds a learning community that values academic integrity, honesty, fairness, trust, respect, responsibility and courage. These values enhance Seneca's commitment to deliver high-quality education and teaching excellence, while supporting a positive learning environment. Ensure that you are aware of Seneca's Academic Integrity Policy which can be found at: <http://www.senecacollege.ca/about/policies/academic-integrity-policy.html> Review section 2 of the policy for details regarding approaches to supporting integrity. Section 2.3 and Appendix B of the policy describe various sanctions that can be applied, if there is suspected academic misconduct (e.g., contract cheating, cheating, falsification, impersonation or plagiarism).

Please visit the Academic Integrity website <http://open2.senecac.on.ca/sites/academic-integrity/for-students> to understand and learn more about how to prepare and submit work so that it supports academic integrity, and to avoid academic misconduct.

## **Discrimination/Harassment**

All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall not be tolerated. Information and assistance are available from the Student Conduct Office at [student.conduct@senecacollege.ca](mailto:student.conduct@senecacollege.ca).

## **Accommodation for Students with Disabilities**

The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Counselling and Accessibility Services Office at ext. 22900 to initiate the process for documenting, assessing and implementing your individual accommodation needs.

## **Prerequisite(s)**

None.

## **Topic Outline**

- Planning for International Market Entry: Making Choices and Establishing the Route to Global Success
  - Selecting a Market Entry Strategy
  - Finding the Right Partners
  - Preparing the International Business Plan
- Implementation of Market Entry Strategies: Building an International Business Operation
  - Establishing and Managing Direct and Indirect Exporting
  - Establishing and Managing Franchisee/Licensee Relationships
  - Negotiating Contracts and Partnering Agreements
  - Establishing and Managing Foreign Direct Investments
  - Managing International Business Operations
- Law and Ethics: Practical Requirements for International Trade
  - Legal Considerations in International Trade
  - International Contracts and Partnerships Agreements
  - Protection of Intellectual Property in International Trade
  - Align Business Practices with Legal Requirements of International Initiatives
  - Establish and Implement Ethical International Business Practices
- Intercultural Competence: Gaining New Perspectives

- Understanding Culture's Impact on International Trade
- Developing Intercultural Relationship

## Mode of Instruction

### In-class:

A combination of teaching methods will be utilized which may include lectures, case studies, discussions, group and individual work.

## Prescribed Texts

FITTskills™ International Market Entry Strategies  
 Seventh Edition  
 ISBN 978-1-988782-02-7  
 Printed 2017  
 Copyright © 2017 FITT (FITT)

To order your textbooks for this program, students must register as a FITT Student. Request your FITT Student Package as soon as you have registered for your international business program. Simply send an email to [info@fitt.ca](mailto:info@fitt.ca) requesting the '**Standard Accredited Partner – Student package**' form. Your student package will include all 6 FITTskills eBooks (eKit), transfer of credits to FITT, and access to applicable FITTskills assessments. The cost is \$575.00 + GST/HST, as applicable. Registering with FITT guarantees that you will earn the FITT Certificate and FITT Diploma, and provide you with advanced standing towards the prestigious Certified International Trade Professional designation, as soon as you have successfully completed your current international business program and two (2) FITTskills assessments. It's a simple as that.

Alternatively, students can also select to only purchase all 6 FITTskills eBooks (eKit) for a cost of \$250 + applicable tax or individual FITTskills eBooks for a cost of \$60 + tax via FITT's website: <https://fittfortrade.com/fittskills-7th-edition-ebooks-order-form>. This option **does not** grant students equivalency credits towards their FITT Diploma or access to the 2 FITTskills assessments, and will therefore not provide them with advanced standing towards the prestigious Certified International Trade Professional (CITP) designation upon graduation from Seneca.

## Reference Material

The instructor might assign additional readings, newspapers, business magazines, trade periodicals, government statistical reports, international trade and financial reports. These resources can be accessed through the Seneca College Library resources: <http://library.senecacollege.ca>

## Required Supplies

None.

## Student Progression and Promotion Policy

To obtain a credit in this subject, a student must:

- Average of 50% or better for the two tests.
- 50% or better on the overall course.

<http://www.senecacollege.ca/about/policies/student-progression-and-promotion-policy.html>

Grading Policy <http://www.senecacollege.ca/about/policies/grading-policy.html>

A+	90% to 100%
A	80% to 89%
B+	75% to 79%
B	70% to 74%

C+	65% to 69%
C	60% to 64%
D+	55% to 59%
D	50% to 54%
F	0% to 49% (Not a Pass)
OR	
EXC	Excellent
SAT	Satisfactory
UNSAT	Unsatisfactory

For further information, see a copy of the Academic Policy, available online (<http://www.senecacollege.ca/about/policies/academics-and-student-services.html>) or at Seneca's Registrar's Offices. (<https://www.senecacollege.ca/registrar.html>)

### Modes of Evaluation

Assignments are due on the dates specified. Should extenuating circumstances arise, please contact your instructor prior to the assignment due date so that an appropriate course of action can be established. Late assignments may be subject to a penalty of up to 10% per week and will not generally be accepted beyond two weeks from the due date.

In cases of cheating or plagiarism, the College Academic Policy will prevail. Please ensure that all assignments and reports are properly documented.

Students are referred to the following website for Seneca College Library style guides, Academic Honesty Policy and Copyright guidelines: <http://senecacollege.ca/library>

Dates for evaluations are specified in the weekly schedule addendum to this outline. The evaluation process may include, but is not limited to, tests, exams, assignments or presentations. Any absences or missed submissions due to medical or other reasons must be supported by medical or other appropriate documentation within one (1) week of the due date. The faculty and program area must be notified immediately in the event of a missed evaluation. Upon acceptance of the documentation, the weighting of the missed deliverable will normally be applied to the final exam.

### English Competency

The ability to communicate effectively is essential for success in business. Therefore, you must demonstrate English competency in this course in both oral and written work. Ensure your written work includes correct sentence structure, spelling and punctuation. Always spell check, edit and proofread your work.

**Grading is based on the following marking scheme:**

Individual Assignment (s)	20%
Group Project – Case Study <ul style="list-style-type: none"> <li>Written Report - 20%</li> <li>Presentation - 10%</li> </ul>	30%
Mid Term	20%
Final Exam (Comprehensive)	30%

**Please retain this course outline document for future educational and/or employment use.**

Approved by: John Wong<sup>1</sup>, Danielle Mercier  
Last revision date: Jun 10, 2021 1:00:43 PM  
Last review date: Jul 19, 2021 1:34:17 PM

