

IBS605 - Business in the Global Economy

School of International Business & Management, Fall - 2019

Subject Title

Business in the Global Economy

Subject Description

Today's successful businesses must operate within the global context. This course looks at how domestic and foreign organizations are reorganizing and new businesses are being shaped by the ever-changing international business environment. Concepts include global commerce, and topics that relate establishing strategic partnerships with businesses around the world.

Credit Status

IBS 605 is a one credit subject. It is required to graduate from the International Business Management graduate certificate program.

Learning Outcomes

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

1. Assess the impact of doing business around the world through the examination of the external business environments.
2. Analyze and evaluate the impact of globalization on Canadian businesses and potential trading partners.
3. Recognize the impact of relevant geographic factors on international business opportunities such as location and time zones; and cultural factors, such as religion, customs and language.
4. Evaluate the impact of confidentiality, corporate social responsibility, government stability, sustainability, and corruption, when applying principles of decision making to an international business opportunity.
5. Identify and apply economic principles such as supply and demand and competitive, comparative and absolute advantages.
6. Describe how the Canadian Government and International Agencies play a major role in supporting international business opportunities.
7. Analyze the various methods used by organizations to enter new international markets.
8. Evaluate potential impacts of current world events on Canadian businesses.
9. Understand and evaluate the importance of emerging technologies on international business opportunities. (e.g. Social media, the internet, e-commerce, mobile, etc.)

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.

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.

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)

The course pre-requisite follows the IBS program admission requirements.

Topic Outline

- Global Business Environment
 - Globalization
 - Politics and Law
- National Business Environment
 - Politics and Law continued
 - Economics and Emerging Markets
- International Trade and Investments
 - International Trade
 - Regional Economic Integration
 - International Financial Markets and Foreign Exchange
- International Business Management
 - International Strategy and Organization
 - Selecting and Managing Entry Modes
 - Developing and Marketing Products

Mode of Instruction

A variety of instructional methods may be used including lectures, independent study, case analysis, class discussion, team and independent projects and assignments.

Prescribed Texts

There is no prescribed textbook in this subject due to the fluidity of the content covered in Business in the Global Economy, however each week module information is posted based on topical information addressing the learning outcomes. Each module is structured based on integrated, interactive 'best practices' perspectives using selected reading materials from expert sources. Study and reference materials will be posted to Blackboard in PowerPoint slide format in advance of in-class review and discussion.

The following text is recommended as supplemental reading for IBS605.

International Business - The Challenges of Going Global, Wild and Wild. **Canadian Edition**. ISBN # 9780132866880

Reference Material

Resources

- <http://library.senecacollege.ca>
- You are also encouraged to keep up-to-date on business news through newspapers, magazines, Internet, TV and radio.
- Visit the Learning Commons for access to newspapers, magazines and the Internet.

Required Supplies

A device to enable access to the internet for in-class workshops.

Student Progression and Promotion Policy

<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. (<http://www.senecacollege.ca/registrar/gpacalculator.html>).

Modes of Evaluation

Assignments	40%
Case Analysis	15%
Topical Discussion	10%
In class test	20%
Presentations	15%
Total	100%

Language Standards:

It's essential for today's successful business person to be able to clearly communicate orally and in writing. All written work must demonstrate the following characteristics for clarity, conciseness and...

- writing that is consistent with the rules of English grammar
- spelling and punctuation that are correct
- appropriate use of vocabulary
- sentences that are structured correctly
- main points that are supported with specific, relevant examples and rationale
- work that flows logically through supporting statements/paragraphs
- layout that is attractively displayed

Additional Guidelines:

1. Students are expected to be familiar with and adhere to Seneca's Academic Integrity Policy.
2. All submissions must meet instructor requirements related to neatness and quality of presentation, including accuracy of spelling and grammar.
3. You're expected to act in a thoroughly professional manner during classroom discussions, and on exercises, assignments, projects and presentations.

Attendance and Participation:

What you get out of this course is highly correlated to what you put into it. Your degree of preparation, class attendance will all affect how well you do as class discussions are a major part of the learning process.

Research and Citation:

All supporting material used for your assignments must use MLA format. Research material from Wikipedia, Scribd and Facebook will not be accepted.

Guide to Research and Citation MLA Style, 8th Edition Seneca Libraries, Seneca College.
<https://seneca.libguides.com/mla>

Missed Test, Presentations and Late Assignments

Students are required to complete all tests, in-class assignments, and presentations on the scheduled dates and times. Missed tests, in-class assignments, and presentations will result in a grade of zero unless a valid, unavoidable reason has occurred and the student has notified the professor. Supporting documentation may be required.

Late assignments may be subject to penalty and is at the discretion of the professor. If there are valid reasons for the late assignment, the students **must notify the professor, upon which alternative arrangements may be considered and/or arranged.**

Note: It is recommended that students use their Seneca email account to send a message to the professor. Using any other account may result in the message being deleted by the college's spam filter. Always keep a copy of the email message in case verification is required.

Effective Business Communication and English Competency

The ability to communicate effectively is essential for success in business. Therefore, students must:

- Demonstrate English competency in this subject in both oral and written work;
- Strive to be clear and concise;
- Ensure all written work is consistent with the rules of English grammar, especially in sentence structure, spelling, and punctuation; and
- Always spell check, edit, and proofread submitted work.

PLEASE KEEP THIS DOCUMENT FOR FUTURE REFERENCE. IT WILL BE REQUIRED IF YOU APPLY TO ANOTHER EDUCATIONAL INSTITUTION AND SEEK ADVANCED STANDING!

Approved by: Sarah Arliss

Last revision date: 5-Nov-2019 10:52:06 AM

Last review date: 5-Nov-2019 10:52:06 AM

Seneca College of Applied Arts and Technology