



## Course Outline

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Marketing and International Business  
School of Business & Economics  
IBUS 4590 - **3.00** - Academic

International Business Field Study

## Rationale

Annual update of standard course outlines in SOBE

Changed course description and requisites

## Calendar Description

Students gain a first-hand understanding of international businesses through a focused overseas study tour during which the business, management and cultural practices of a selected country are experienced. The field study includes tours to local chambers of commerce, industrial zones and factories and enables students to meet executives in key industries. Topics include business etiquette and business customs; interpersonal and communication skills; economic, political and business environment; international trade relations; decision-making styles; and business opportunities, challenges and strategies between Canada and the foreign country.

## Credits/Hours

**Course Has Variable Hours:** No

**Credits:** 3.00

**Lecture Hours:** 3.00

**Seminar Hours:** 0

**Lab Hours:** 0

**Other Hours:** 0

*Clarify:*

**Total Hours:** 3.00

**Delivery Methods:** (Face to Face)

**Impact on Courses/Programs/Departments:** None

**Repeat Types:** A - Once for credit (default)

**Grading Methods:** (S - Academic, Career Tech, UPrep)

## Educational Objectives/Outcomes

1. Explain the business etiquette and business customs of the country being visited.
2. Develop self-awareness and interpersonal and communication skills in a foreign country.

3. Analyze the business environment of the foreign country.
4. Describe the differences in business decision-making styles between Canada and the foreign country.
5. Contrast the economy of Canada with the economy of the foreign country.
6. Analyze the political situation of the foreign country and its impact on businesses.
7. Examine the trade relations between Canada and the host country.
8. Explore the business opportunities and challenges, and devise business strategies between Canada and the foreigncountry.

## Prerequisites

IBUS 3510-International Business  
with a minimum C- or equivalent  
or

Permission of program advisor

## Co-Requisites

## Recommended Requisites

## Exclusion Requisites

## Texts/Materials

### Textbooks

1. **Required** Hill, C.W.. *International Business: Competing in the Global Marketplace*, 9th ed. McGraw-Hill Irwin, 2012

## Student Evaluation

The Course grade is based on the following course evaluations.

**Class participation or on-line discussion 0-10%**

**Assignments, field journal, term paper 40-70%**

**Tests, mid-term or quizzes 0-30% Final exam 0-40%**

**Term tests and the final exam must not make up more than 70% of evaluation and group work must not make up more than 50%.**

## Course Topics

1. Business Etiquette and Business Customs of the Country Being Visited
  - Business meeting etiquette
  - Name/titles
  - Business card exchanges guidelines
  - Food, eating out: entering and sitting down, eating, table rules, drinking rules and paying
2. Interpersonal and Communication Skills in a Foreign Country

- What is interpersonal communication?
  - How does it differ from other forms of communication?
  - Essential elements of the interpersonal communication process
  - Intercultural business communication
  - Gender and cultural effects on interpersonal communication
3. Economy of the Country Being Visited
- Macroeconomic environment
  - Differences in economic development
  - Political economy and economic progress
  - Nature of economic transformation
4. Political Situation and the Impact on Business
- Political environment of the host country
  - Host government policy towards foreign trade
  - Sectoral focus of the government
5. Business Environment in the Country Being Visited
- Political/regulatory climate and local business
  - Policy towards free enterprise and competition
  - Policy towards foreign investment
  - Labor market and infrastructure
6. International Trade Relations of the Country Being Visited
- Foreign trade and exchange controls, taxes, financing
  - Instrument of trade policy: tariffs, subsidies, import quotas
  - Local content requirements
  - Administrative policies
  - Antidumping policies
- Government intervention
7. Business Decision-making Styles in the Country Being Visited
- Culture and business practices
  - Relationship-based and rule-based cultures
  - Negotiation and decision making
8. Canada and the Country Being Visited: Business Opportunities, Challenges and Strategies
- Current business exchanges between Canada and the host country
  - Future business exchanges between Canada and the host country
  - Challenges and strategies

## **Methods for Prior Learning Assessment and Recognition**

As per TRU Policy

## **Last Action Taken**

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores

Current Date: 29-Oct-20