

Business Administration

Course Number: BUAD 401

Course Title: INTERNATIONAL TRADE MANAGEMENT

Credits: 3

Calendar Description: This course introduces students to the process of globalization and its implications for business firms and managers involved in international trade. It will analyze the factors involved in operating a business internationally, international competitiveness, international marketing, and logistical issues. The attendant financial, political, economic and operating risks will also be examined. Strategies that a business can use to compete in such an environment will be developed.

Semester and Year: WINTER 2024

Prerequisite(s): BUAD 330 or BUAD 340

Corequisite(s): No

Prerequisite to: No

Final Exam: Yes

Hours per week: 3

Substitutable Courses: No

Professors

Name	Phone number	Office	Email
Svan Lembke	250 575 1157	Kelowna: B209	slembke@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

investigate the factors driving international trade and investment, and describe their impact on successfully operating a business.

describe the influence governments and global organizations have in shaping business and encouraging innovation.

businessidesetheourenou(ents)-1.7 (our)0.cdessoronf(n s)-1.8o(dr)6.eent, a(onal)-entsagi5tiynpb (o)5

Notes

Attendance & Participation (10%)

This is an interactive and applied course that requires students to learn together. This can only be achieved by attending and engaging in research and dialogue. Attendance alone but not engaging in class activities and conversation will only achieve a pass level on this grade item.

Term Tests (20%)

There will be two 20-minute term tests at the beginning of selected class (see course schedule) to give credit for homework readings and to review comprehension of learnings from previous classes. The term tests replace a mid-term exam. The format is short

Course Schedule

Date		Topic	Textbook
2024 (Fridays)		Monday January 8th, First day of class Monday February 19 th , Statutory Holiday (no classes) February 20 th thru 23 rd , Reading Week Friday March 29 th and Monday April 1 st , Statutory Holiday (no classes)	
Jan	12	Course Introduction & Introduction to International Trade Management	(Strategy text, chapter 7, BuAd340) or BuAd330 (review)
	19	Applying (economic) trade theories to explain trade Research tips & tricks (confirm groups & select Project 1 topics)	McKinsey 'new era' report (2022)
	26	Term Test 1 EDC (Export Development Canada) role & information	Project 1 topics) to

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with