

**GBDA 102: INTRODUCTION TO GLOBAL BUSINESS**  
**University of Waterloo – Stratford Campus**  
**Global Business and Digital Arts**  
**Fall Term 2012**

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**Office Hours: By Appointment**

*Description:*

This is an introductory course in business that covers the core functions and concepts of business with an emphasis on doing business in a global context. Before a manager can be effective in a cross-cultural setting, she or he must understand the fundamental concepts of doing business in Canada. Therefore, much of the course time will be spent on developing an understanding of how organizations achieve their mission through effective marketing, finance and operations utilizing human and other resources directed by strong leadership. Course projects will include cross-cultural communications and understanding the cultural and practical differences between nations. The course will require both individual and team based elements to help students gain a practical appreciation of the challenges of negotiating, managing conflict and facilitating teamwork.

*Course Objectives*

By the end of this course, students will be able to:

1. Demonstrate a general working knowledge of business in Canada and globally.
2. Analyze a business decision / business problem for meaningful discussion.
3. Analyze different nation states and be able to determine the impact of that nation’s culture and customs on business operations.
4. Work effectively and efficiently in team settings.
5. Communicate effectively through written work and oral presentations.
6. Demonstrate the ability to integrate and combine information from multiple business perspectives (e.g. marketing, human resources, accounting, etc.) into a cogent strategy.
7. Demonstrate the ability to identify and evaluate social, political, ethical, environmental and legal issues related to business problems and proposed solutions.

These objectives will be achieved through a combination of lectures, individual readings, projects and preparation, experiential exercises, and team projects – including in-class presentations.

*Evaluation:*

<b>Requirement</b>	<b>Nature of Work</b>	<b>Percent of Final Grade</b>
<b>Class Participation</b>	<b>Individual</b>	<b>10</b>
<b>Chapter Quizzes</b>	<b>Individual</b>	<b>8</b>

<b>Team Charter</b>	<b>Team</b>	<b>2</b>
<b>Team Presentation</b>	<b>Team</b>	<b>10</b>
<b>Group Assignment</b>	<b>Team</b>	<b>20</b>
<b>Midterm 1</b>	<b>Individual</b>	<b>8</b>
<b>Midterm 2</b>	<b>Individual</b>	<b>12</b>
<b>Final Exam</b>	<b>Individual</b>	<b>30</b>

*Deliverables:*

**Class Participation. (10% of Final Grade).** It is expected that all students will actively participate in classroom discussions. In addition, the course requires you acquire a “Clicker” (purchased through the Bookstore) and bring it to every class. The Clicker will record your attendance, allow you to respond to questions in class and to evaluate the presentations by other teams (see below under Team Presentation).

**Chapter Quizzes. (8% of Final Grade).** Each week you will be expected to complete an on-line multiple-choice quiz about the assigned chapter(s) of the text. The test for the first three chapters will take place between Sept 14 and Sept 21.

**Team Charter. (2% of Final Grade).** At the second class, the Professor will create random teams of 5 students each. These groups will be the teams for the in-class Presentation, the Group Assignment and any other team based activities or assignments. Teams are expected to meet between Sept 21 and Sept 28 to create and sign a Team Charter and then submit that contract at the beginning of the Sept 28<sup>th</sup> class. The contract sets out the mutual expectations of team members and a template for the agreement will be provided on-line. The group is expected to manage all of its organizational and work assignment tasks with fairness and respect. The instructor will be happy to mediate issues as long as assistance is requested in a timely manner. When the Group Assignment is submitted (see below) each student will submit a peer evaluation of the other members of the team based on their compliance with the Team Charter. Please note that an individual’s mark for the Group Assignment maybe adjusted below the team mark based on the peer evaluations.

**Team Presentation. (10% of Final Grade).** Each team is expected to make a maximum 15-minute presentation (plus 5 minutes for questions from the class) on a nation of their choosing. The presentation will give a broad outline of the nation’s current business environment, the opportunities that nation presents to Canadian companies and the culture and customs of that country that a Canadian company should consider before starting to do business with or in that country. The presentations will be delivered at the beginning of every class and after the mid-class break. Choice of presentation dates and nations will be done on a first come first served basis at the beginning of Class 3. Each presentation will be evaluated by students using the Clicker and students will rate the presentation on the basis of clarity, relevance and class engagement. These ratings will be input for the professor who is solely responsible for assigning the grade.

**Group Assignment. (20% of Final Grade).** On Oct 12 topics will be assigned for a team project and report. The report will be a maximum of 7 pages (excluding Cover Page, Executive Summary, Table of

Contents and Bibliography) plus a maximum of 4 pages of exhibits. Teams are expected to research the assigned topic and a minimum of ten sources are to be cited (excluding the text). The report is due November 23 and must be submitted both electronically (where it will be processed through Turnitin) and in hard copy.

**Midterms. (Total of 20% of Final Grade).** Two midterms will be conducted during class time on Weeks 5 and 9 (Oct 12 and November 9). They will be multiple-choice exams covering the material up to and including the material assigned for the class in which the mid-term is held. The second midterm is worth more because it will cover all the topics up to and including Nov. 9.

**Final Exam. (30% of Final Grade).** The final exam is comprehensive (covers the entire term) and will consist of multiple-choice questions, short answer questions and a longer situation based question. The exam will cover all assigned chapters of the text in addition to all other readings, articles, class discussions & videos. The final exam will be a 2 1/2-hour exam and will be CLOSED BOOK.

*Required Material and Text:*

- Solomon, M. R.; Poatsy, M.A.; Martin, K. & Shields, K. (2013), *Better Business (Canadian Edition)*. Toronto: NELSON Education. (*Solomon et al*)
- Clicker.
- Additional documents, articles & information will be available on Learn.

*Tentative Programme:*

*The following is an outline of the course for the coming term with core assignments and exam dates. At the end of a class additional assignments will be provided for completion by either the next class or the class following*

DATE	TOPIC	ASSIGNMENT
Week 1 Sept 14	Introduction to Business and The External Context	<i>Solomon et al</i> Chapters 1 and 2 Complete "Multiple Pathways to Learning" on "MyBusinessLab"
Week 2 Sept 21	The External Context Continued - Globalization of Business	Teams to be established <i>Solomon et al</i> Chapter 4
Week 3 Sept 28	Business Structures and Organization	<b>Group Contract due</b> <i>Solomon et al</i> Chapters 5 & 6
Week 4 Oct 5	The Individual in the Organization	Readings to be assigned
Week 5 Oct 12	Leadership and Motivation	<b>Midterm 1</b> <i>Solomon et al</i> Chapter 7

Week 6 Oct 19	Change Management	Readings to be assigned
Week 7 Oct 26	Human Resource Management	<i>Solomon et al</i> Chapter 8
Week 8 Nov 2	Operations Management	<i>Solomon et al</i> Chapter 10
Week 9 Nov 9	Marketing	<b>Midterm 2</b> <i>Solomon et al</i> Chapters 11 & 12
Week 10 Nov 16	Finance and accounting	<i>Solomon et al</i> Chapter 13
Week 11 Nov 23	The Role of Technology	<b>Group Assignment due</b> <i>Solomon et al</i> Chapter 9
Week 12 Nov 30	Ethical and Corporate Social Responsibility	<i>Solomon et al</i> Chapter 3

#### **NOTE ON AVOIDANCE OF ACADEMIC OFFENSES**

**Academic Integrity:** In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check [www.uwaterloo.ca/academicintegrity/](http://www.uwaterloo.ca/academicintegrity/) for more information.]

**Discipline:** A student is expected to know what constitutes academic integrity [check [www.uwaterloo.ca/academicintegrity/](http://www.uwaterloo.ca/academicintegrity/)] to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71, Student Discipline, [www.adm.uwaterloo.ca/infosec/Policies/policy71.htm](http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm). For typical penalties check Guidelines for the Assessment of Penalties, [www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm](http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm).

**Appeals:** A decision made or penalty imposed under Policy 70 (Student Petitions and Grievances) (other than a petition) or Policy 71 (Student Discipline) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72 (Student Appeals) [www.adm.uwaterloo.ca/infosec/Policies/policy72.htm](http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm).

**Grievance:** A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70, Student Petitions and Grievances, Section 4, [www.adm.uwaterloo.ca/infosec/Policies/policy70.htm](http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm). When in doubt please be certain to contact the department’s administrative assistant who will provide further assistance.

**Avoiding Academic Offences:** [http://arts.uwaterloo.ca/arts/ugrad/academic\\_responsibility.html](http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html)