

University of Waterloo
Global Business and Digital Arts Program, Stratford Campus
GBDA102 International Business and Cross-Cultural Management
Winter 2016
Course Outline

Instructor: Vivian Yang

Contact: vivyang@uwaterloo.ca, 519-888-4567 Ext. 33560 (Waterloo) or 23028 (Stratford). If I am not in the office to answer your calls, please send emails instead of leaving voicemail messages. I may not respond to voicemails promptly.

Lecture Hours & Location: Fridays, 09:00- 11:50 (Section 001) or Fridays 1:00 to 3:50 (Section 002), DMS 2022

Office Hours: Wednesdays, 1:00 to 2:30 and Fridays 12:00 to 1:00 (Other times by appointments only), DMS 3008

Note:

Regarding e-mail communication, students should use university e-mail address. When sending emails, "GBDA102" and section # of 001 or 002 must appear in the subject line and the message must include your full name and ID number.

Course Description:

This is an introductory course in international business that covers the core functions and concepts of doing business in a global context. The course will explore the current state of globalization, the frameworks for international business and the core business functions within an international business. The course will require both individual and team based elements to help students gain a practical appreciation of the challenges of facilitating teamwork. The course will focus on the following main topics (for further details on this please refer to Class Schedule section of this syllabus):

- Introduction of Globalization and International Business
- International Trade and Investment Abroad
- National Business Environment for Global Businesses
- International Business Management

Required Textbook

Wild, John J., Wild, Kenneth L., and Valladares Montemayor, Halia M. *International Business, The Challenges of Globalization*. Canadian Edition, Pearson Education Inc. 2015

Useful Website Links

- World Bank (www.worldbank.org)
- Countries and Regions (www.worldbank.org/html/extdr/regions.htm)
- World Bank Development Data and Statistics (www.worldbank.org/data/)
- International Monetary Fund (www.imf.org)
- IMF World Economic Outlook (<http://www.imf.org/external/pubs/ft/weo/2014/02/>)
- United Nations Economic and Social Development (www.un.org/ecosocdev/)
- United Nations Statistics Division (unstats.un.org/unsd/)
- The World Factbook (<https://www.cia.gov/library/publications/the-world-factbook/>)

Class Schedule

The final delivery of the topics and time below may change due to class ability and interest in the lecture materials.

# of week	Week of	Class Date	Topic categories	Topic	Chapters from the textbook
1	January 4 to 8, 2016	08-Jan-16	Introduction of globalization and international business	Introduction	Chapter 1
2	January 11 to 15, 2016	15-Jan-16	International trade and investment	International Trade	Chapter 6
3	January 18 to 22, 2016	22-Jan-16		Foreign Direct Investment	Chapter 7
4	January 25 to 29, 2016	29-Jan-16		Regional Economic Integration Online Quiz 1 due on January 30	Chapter 8
5	February 1 to 5, 2016	05-Feb-16		International Financial Markets and Foreign Exchange	Chapter 9
6	February 8 to 12, 2016	12-Feb-16		National Business Environment	Cross-cultural Business and Midterm
7	February 15 to 19, 2016	No class	No Class, Reading Week		
8	February 22 to 26, 2016	26-Feb-16	Cross-cultural Business (cont'd)		Chapter 2
9	February 29 to March 4, 2016	04-Mar-16	Economics and Emerging Markets		Chapter 5
10	March 7 to 11, 2016	11-Mar-16	Politics, Law and International Ethics, Online Quiz 2 due on March 12		Chapter 3 and 4
11	March 14 to 18, 2016	18-Mar-16	International Business Management	International strategy and Organization	Chapter 10
12	March 21 to 25, 2016	No class		No Class, Good Friday	
13	March 28 to April 1, 2016	01-Apr-16		Selecting and Managing Entry Modes; Online Quiz 3 due on April 2	Chapter 11
14	April 4 to 8, 2016	04-Apr-16		Developing and Marketing Products; Team Project Paper due April 4, 2016 (Monday in class)	Chapter 12

Grading

The final grade for the course will be determined according to the following formula:

Category	Type of Evaluation	Weight	Due Day
Class Participation	Individual	10%	Self-evaluation due at the end of the semester
Quizzes	Individual	15%	Online submission: Quiz 1 by January 30, Quiz 2 by March 12, and Quiz 3 by April 2
Team Project and Presentation	Team	25%	Paper due April 4, 2016 (Monday in class); Presentation varies
Midterm	Individual	20%	February 12, 2016 in Class
Final Exam	Individual	30%	Arranged by Registrar's Office

1. Class Participation (individual) (10%)

The class participation refers to more than class attendance, but mainly includes contribution to class activities and also discussion board on LEARN. Keep in mind that merely being present and sitting in class is not participation. Active engagement in class is expected. During the semester, topics and discussion questions will be posted to the discussion board on LEARN. Students' participation in the discussion board activities will be judged by the # of postings, quality of the postings, and reviewing and responding to others' discussion.

Please use the following guidelines in considering the mark you recommend for yourself.

- A(9 to 10) attended at least 90% of classes, had high level activities in each class, took risks in attempting to answer difficult question, added substantial value to class discussion, provided constructive comments and evaluation inputs for almost all other teams on the team project presentation, and was very active in the discussion board with high quality postings;
- B(7 to 8) attended at least 80% of classes, had some high level and some medium level activities in each class, made comments that added value to the discussion at a level beyond the mere restatement of facts, provided comments and evaluation inputs for most other teams on the team project presentation, and was active in the discussion board with good quality postings;
- C(1-6) attended at least 60%, had a mix of high, medium and low activities in each class, showed knowledge of case/readings and other relevant course materials, provided comments and evaluation inputs for some teams on the team project presentation, and had moderate involvement in the discussion board; and
- F(0) missed half or more of classes, had mostly low activities in each, rarely provided comments or evaluation inputs for other teams on the team project presentation, and had minimal involvement in the discussion board.

At the end of the semester, each student will be asked to submit a recommendation for your mark for participation. The instructor reserves the right to assign a different grade if I believe a student's self-evaluation is inaccurate. Students not submitting an evaluation will receive a 0 grade for participation.

2. Online Quizzes (individual) (15%)

Three online quizzes will be done through LEARN, due by January 30, March 12 and April 2, respectively. The quizzes will be available on LEARN around two days prior to the submission deadline. You can decide when to finish the quiz during the two day frame. But once you start the quiz, you will only have a certain limited time (e.g., 30 minutes) to finish the quiz.

The quizzes are supposed to be **open book** and **individual** work. You shall **NOT** discuss or work collaboratively with your classmates while finishing the quizzes. Please see university policy on "Academic Integrity" in later section of this syllabus.

There are **no deferred or make-up quizzes** if you missed the deadline of the quizzes. If you miss one of the quizzes due to illness and have a valid medical documentation, the weight of the quiz will be shifted to the other quizzes. Otherwise, a mark of zero will be given to the missed quiz.

3. Team Project (group) (25%)

Students will need to finish a short paper and present it to the class. The class will be divided into teams of 4-5 students.

A. Topic

Each team is expected to write and present a paper on a nation of their selection. The paper 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.

You can select a country based on your interest. The objective is to cover as many countries as possible and keep the later presentation more interesting. As such, the expectation is that **NO** two teams shall cover the same country.

Please see the procedure under presentation below on how you can provide your selection of country to the instructor.

B. Presentation

The presentations will be scheduled either at the beginning of each class or after the mid-class break through the semester. The time slots are allocated on a first-come, first-served basis. The instructor will set up the sign-up procedure at the beginning of the semester and provide instruction. When you sign up for presentation slots, you will need to provide your selection of country as well to avoid duplication of the same topics among teams.

Presentations will last no longer than 15 minutes. Time limits will be enforced ruthlessly. Slides and/or other materials to be used on the presentation must be sent to the instructor at least 24 hours before your presentation. You are not required to have a formal slide presentation. Be creative and use whatever methods or visual aids that may work to make the presentation informative, interesting and interactive.

By the time of presentation, you are not expected to finish the paper but you are expected to already perform a relatively thorough research on the country selected.

Both the instructor and students will evaluate each presentation on a rubric to be provided. The student ratings will be input for the instructor, who is solely responsible for assigning the grade.

C. Final Submission of the Paper

After your presentation, you will need to submit a short paper (6 to 10 pages in length, font-size 12, double-spaced) on the country you have selected and presented. If you need to include graphics, pictures and other non-verbal content, you may exceed the above # of pages. The due date of the short paper is our last class, April 4. Although the groups who present early in the semester may have more time working on writing and finalizing the paper, I suggest you either start writing the paper while preparing the presentation or right after to be more efficient while you still have a fresh memory from the presentation.

No late submission is allowed unless under special circumstances and obtaining permission from the instructor prior to the due date.

The grading of your team project depends on both the presentation and the paper submitted. A rubric for the team project will be available at the beginning of the semester on LEARN.

D. Individual effort on team work

Teamwork might be a main feature of your future job. This is why it is important to prepare yourself for this matter. For the teamwork on group project, only your outputs as a team will be graded, this is why each team member will receive the same basis for his/her grade. Team tasks should be given team rewards. This means that you not only must make a direct contribution to the development of the teamwork, but that you also have an obligation to make your team work effectively.

However, to create conditions to avoid the free rider problem, each student has the opportunity to provide peer evaluation for other team members. No need to do it for a student that you believe has made a fair share of the work. However, if you believe one made a remarkable contribution or an inappropriate contribution, then you should report it. You should describe the contribution of others but you must not give a grade. Also you cannot report about yourself. Based on these, a notch up or down the group grade will be attributed to the student who receives a peer evaluation and the peer evaluation is believed to be done with a reasonable basis. In certain situation, more than one notch grade difference from the group grade may be given if warranted. There will be NO more than one student per group that can receive an upgrade from the group grade.

Also along the semester, as soon as you perceive that a member consistently does not make fair contribution to the team, you are responsible to communicate this to the instructor to resolve such issues **as soon as possible**, not waiting until the semester end.

4. Midterm (individual, 20%) and Final Exam (individual, 30%)

The midterm test held in class takes the second half of the lecture on February 12, i.e., one hour and 20 minutes. There is no **deferred or make-up midterm test**. If you miss the test due to illness and have a valid medical documentation, the weight of the test will be shifted to the final exam. Otherwise, a mark of zero will be given to the missed test.

The Final exam is cumulative and will be scheduled by Registrar's Office. Deferred Final Exam Policy can be found at <https://uwaterloo.ca/economics/current-undergraduates/policies-and-resources/deferred-final-exam-policy>

Other Notes

Expectations

You are expected to be fully engaged in the entire learning process. This means devoting time to preparation before class, listening to others during class discussions and engaging in class discussions.

Electronic Device Policy

Cell phones must be turned off or muted for the duration of the lecture. Laptop/tablet may only be used to view lecture material.

Classroom Protocols

The highest level of courtesy and professional behaviour is expected from every student. In particular, be punctual and turn off all audible ringers on all devices during class. As a courtesy to the custodial staff, if you have coffee, water, etc., please dispose of your garbage when you leave the classroom.

University Policy

Academic Integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility.

Discipline: A student is expected to know what constitutes academic integrity, to avoid committing academic offences, 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 professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to [Policy 71 - Student Discipline](https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-71) (https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-71)

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](https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-70) (https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-70), Section 4.

Appeals: A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read [Policy 72 - Student Appeals](https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-72) (https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-72).

Other sources of information for students:

[Academic Integrity website \(Arts\)](https://uwaterloo.ca/arts/current-undergraduates/student-support/ethical-behaviour)

https://uwaterloo.ca/arts/current-undergraduates/student-support/ethical-behaviour

[Academic Integrity Office \(UWaterloo\)](https://uwaterloo.ca/academic-integrity/)

https://uwaterloo.ca/academic-integrity/

Note for students with disabilities: The [AccessAbility Services](https://uwaterloo.ca/disability-services) office (https://uwaterloo.ca/disability-services), located on the first floor of the Needles Hall extension, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the AS office at the beginning of each academic term.