

**GBDA 102: INTRODUCTION TO GLOBAL BUSINESS**  
**University of Waterloo – Stratford Campus**  
**Global Business and Digital Arts**  
**Winter Term 2017 – v2.0**

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**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. 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 a Global context.
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, finance, etc.).
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:

Requirement	Nature of Work	Percent of Final Grade
Class Participation	Individual	20
Team Presentation	Team	10
Group Assignment	Team	20
Midterm	Individual	20
Final Exam	Individual	30

### Deliverables:

**Class Participation. (20% of Final Grade).** It is expected that all students will actively participate in classroom discussions. Students are expected to prepare before class any assigned course material and come to class ready to contribute to weekly topics. Regular attendance in class is required, as is participation in class discussions. Marks will be based on overall day-to-day preparedness in class discussions. Consistent, meaningful, insightful class contributions are required to achieve a top grade. Contributions generally fall into three broad categories: marginal/clarification, analysis/conclusions, or integration/synthesis.

You will keep track of your daily class contribution using an assessment form that is provided. Assess your participation using the scale shown on the class contribution sheets. The instructor has the discretion for determining whether your assessment is accurate. You can also help the instructor do this by displaying your name in every class.

In addition, some classes will have a group discussion in which students will complete an assignment as a group and provide evidence of participation. A peer evaluation process may be used to adjust the total of group assignments including participation and thereby the grade given to each student in the group.

**Team Charter and Peer Evaluations.** At the second class, the Professor will create random teams of 5 students each. These groups will be the teams for the in-class group work, the Team Presentation, the Group Assignment and any other team based activities or assignments. Teams are expected to meet during the following week to create and sign a Team Charter and then submit that contract at the beginning of Class 3. The contract sets out the mutual expectations of team members and a template for the agreement will be provided on LEARN. 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 self and 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, Class Participation and Team Presentation 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 during Class 2. Both the professor and students will evaluate each presentation on the basis of clarity (2 marks), relevance (5 marks) and class engagement (3 marks) to a total grade out of 10. The student ratings will be feedback for the professor who is solely responsible for assigning the grade.

**Group Assignment. (20% of Final Grade).** On Class 5 topics will be assigned for a team project and report. The report will be a maximum of 8 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 at the beginning of class 11 and must be submitted both electronically (where it will be processed through Turnitin) and in hard copy. In addition self and peer evaluations are to be submitted in hard copy with the report. A form for Peer Evaluations will be provided on LEARN.

**Midterm. (20% of Final Grade).** The mid term exam is designed to demonstrate student's learning and understanding of concepts and tools covered during the term. It will be a closed book test, using multiple choice, and short answer questions covering the material up to and including the material assigned for the class in which the mid-term is held. The midterm will be conducted during class 6 and no extra time will be allocated. **All students must complete the mid term exam to receive a final grade.**

An exemption to take the scheduled mid term exam is only allowed if it is supported by a doctor's note. Students who miss the scheduled mid term exam will need a doctor's note to write a make up test. Students can contact their instructor to schedule a time. In the event that a student is sick on the makeup test date, a subsequent make up test date can be scheduled only if the student has a valid doctors note for the mid term exam date and the missed make up scheduled day.

**Final Exam. (30% of Final Grade).** A final comprehensive examination of two hours duration, covering all material in the course, will be scheduled by the Registrar's Office. This exam will be written during the end of term examination period. You are required to pass the final exam, to pass the course. The final exam 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 CLOSED BOOK.

**Accommodations for Missed Assessments:** Students are expected to complete all course assessments and write their examinations as regularly scheduled; however, there may be circumstances where accommodating a missed assessment is approved. Accommodation is not automatic upon the presentation of documentation. Instructors will use the documentation along with all information available to them, when determining whether accommodation is warranted. **Please note, there will not be a deferred final exam for this course.**

Based on an approved absence, the weighting of the final exam will be adjusted to make up for an excused absence from a mid-term or any other component of the course. If you are excused from the final exam, due to an approved absence, you will be required to write the exam the next time the course

is offered. At the end of the current term you will receive an INC course grade. If the course is not offered in the immediately subsequent term, at the end of that subsequent term the course grade will automatically change to a FTC and you will be assigned a grade of 32%. This is a systems issue and it is your responsibility to contact the professor at the end of that term and request that the FTC be replaced with an INC. You will need to do this for each subsequent term, until the course is offered and you are able to write the final exam. When you have written the final exam, a grade revision will be submitted, based on the results of the final exam written and your other course work. Failure to write the deferred exam the next time the course is offered will result in a course grade based on the elements of the course you completed.

### **Required Material and Text:**

- Wild, John J., Wild, Kenneth L. *International Business, The Challenges of Globalization, Canadian Edition*, Pearson Education Inc. 2015 (*Wild & Wild*)
- Cases are available online through the Ivey website (case codes can be found on the weekly schedule)
- Additional documents, articles & information will be available on LEARN.

### **UNIVERSITY POLICIES:**

#### **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. Refer to the following for information:

Academic Integrity Office (UW): [www.uwaterloo.ca/academicintegrity/](http://www.uwaterloo.ca/academicintegrity/)

Academic Integrity (Arts): <https://uwaterloo.ca/arts/current-undergraduates/student-support/ethical-behavior>

#### **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.

#### **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).

### **Avoiding Academic Offences**

The Faculty of Arts has prepared a website dealing with ways to avoid academic offences. [http://arts.uwaterloo.ca/arts/ugrad/academic\\_responsibility.html](http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html)

### **Accommodation for Students with Disabilities:**

*Note for students with disabilities:* The AccessAbility Services office, located in Needles Hall Room 1132, 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.

*Course Schedule*

*The following is an outline of the course for the coming term with assignments and exam dates. At the end of each class additional assignments and/or content changes may be provided.*

<b>DATE</b>	<b>TOPIC</b>	<b>ASSIGNMENT</b>
Class 1 Jan. 6	Introduction, Globalization Trends and Directions	<i>Wild &amp; Wild</i> Chapter 1
Class 2 Jan 13	International Trade	<b>Teams to be established and presentations to be selected</b> <i>Wild &amp; Wild</i> Chapter 6
Class 3 Jan 20	Regional Economic Integration	<b>Team Charter due</b> <i>Wild &amp; Wild</i> Chapter 8
Class 4 Jan 27	International Financial Markets and Foreign Exchange	<i>Wild &amp; Wild</i> Chapter 9
Class 5 Feb 3	Emerging Markets	<b>Group Assignment to be issued</b> <i>Wild &amp; Wild</i> Chapter 5
Class 6 Feb 10	Culture	<i>Wild &amp; Wild</i> Chapter 2
Class 7 Feb 17	Political and legal systems	<b>Midterm (20%)</b> <i>Wild &amp; Wild</i> Chapter 3
Feb 20 - 24	Reading Week – no classes	
Class 8 March 3	Global Market Assessment	<i>Wild &amp; Wild</i> Chapters 10
Class 9 March 10	Entry Modes	<i>Wild &amp; Wild</i> Chapter 11
Class 10 March 17	Marketing	<i>Wild &amp; Wild</i> Chapter 12
Class 11 March 24	Foreign Direct Investment	<b>Group Assignment due (20%)</b> <i>Wild &amp; Wild</i> Chapters 7
Class 12 March 31	Ethical and Corporate Social Responsibility	<i>Wild &amp; Wild</i> Chapter 4

**Class Participation = 20%**

**Team Country Presentations = 10%**

**Final Exam = 30%**

## NOTE ON AVOIDANCE OF ACADEMIC OFFENSES

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