

GBDA 102: INTRODUCTION TO GLOBAL BUSINESS
University of Waterloo – Stratford Campus
Global Business and Digital Arts
Winter Term 2018 – v3.3

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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, strategy, 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
Business Proposal	Individual	10
Country Presentation	Team	10
Test 1 = 25% (Ch. 6, 8, 9, 5)	Individual	25
Test 2 = 25% (Ch. 2, 10, 12, 11)	Individual	25
Proof of Concept (Report = 20%, Prototype = 10%)	Team	30

Deliverables:

Business Proposal (10% of Final Grade). It is expected that all students, individually, will be developing a business idea for a digital product that can be targeted to help a group of people, that are new to Canada, and coming from another country. The digital product could be for any desktop, mobile or tablet platform. The business proposal can be submitted as a one-page summary OR as a TWO-minute video submission via an online link for review. The business proposal must be revenue generating. All proposals will be reviewed, and graded on an individual basis, however the top twenty reports will be the basis for team assignments to complete a proof of concept based on this initial proposal.

Country Presentation. (10% of Final Grade). Each team, in groups of 6 people (approx.) is expected to make a maximum 10-15-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 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. The instructor will evaluate each presentation on the basis of presentation quality and clarity (2 marks), content quality and relevance (5 marks) and class engagement including the team's ability to respond effectively to questions posed (3 marks) to a total grade out of 10. Please refer to Learn for specific presentation dates for the various country presentations.

Team Charter and Peer Evaluations. At the second class, the Professor will assign teams of 5-6 students each. These groups will be the basis for teams working on in-class group work, and the Team Presentation. Teams are recommended (but not required) to create a Team Charter to facilitate discussion on how to approach team-based deliverables. Contracts 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. **Please note that an individual's mark for the Group Assignment and Team Presentation may be adjusted below the team mark based on the peer evaluations.**

Test 1 & 2 (50% of Final Grade). The tests are designed to demonstrate student's learning and understanding of concepts and tools covered during the term. These will be closed book tests, using multiple choice, and short answer questions covering the material up to (but not including) the material assigned for the class in which the tests are held. The grade allocation for each test is based on 5% per chapter covered in the test. The test dates can be found on the class schedule. **All students must complete the tests to receive a final grade.**

An exemption to take the scheduled test may be allowed if it is supported by a doctor's note. Students who miss a scheduled test date 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 original test date and the missed make up scheduled day. Any requests for alternative accommodations are at the sole discretion of the instructor.

Proof of Concept. (30% of Final Grade). Students, in groups of 6 people (approx.), will be preparing a proof of concept for their digital product from the business proposal. Students will include an 8 page max. (double spaced) word document outlining the digital product assigned and the viability of creating a business to sell the concept. The report should include the business idea, the problem the business will solve, the vision and mission of the firm, as well as an outline of how the digital product will meet the goals and the strategy of the company.

The target audience for the submission is identified in the business proposal as new people to Canada however; teams are to assume that the customers they are targeting are coming from the country they have been assigned to, for the country presentation. Students will be graded on their ability to demonstrate the understanding of the concepts in the course.

The digital media prototype can be created in any form but should be accessible by a link on the word document submitted. For example, if a group is doing a digital pamphlet, there will only be one final submitted item that includes the photography, illustrations, text content etc. in the submitted link. File formats could include .mov, .mp4, .pdf or a website link. Students may choose to create an interactive prototype using a tool called InVision (www.invisionapp.com). Students will be graded based on the effectiveness of the digital prototype to adhere to the business report proof of concept.

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 final exam for this course.**

Required Material and Text:

- Wild, John J., Wild, Kenneth L. *International Business, The Challenges of Globalization, Canadian Edition*, Pearson Education Inc. 2015 (*Wild & Wild*)
- 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/

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. 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/] 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. For typical penalties check Guidelines for the Assessment of Penalties, 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.

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

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.

DATE	TOPIC	ASSIGNMENT
Class 1 Jan. 5	Introduction, Globalization	<i>Wild & Wild</i> Chapter 1
Class 2 Jan 12	International Trade	Teams to be determined Presentation dates to be selected <i>Wild & Wild</i> Chapter 6
Class 3 Jan 19	Regional Economic Integration	<i>Wild & Wild</i> Chapter 8
Class 4 Jan 26	International Financial Markets and Foreign Exchange	Business Proposals DUE (10%) <i>Wild & Wild</i> Chapter 9
Class 5 Feb 2	Economics and Emerging Markets	<i>Wild & Wild</i> Chapter 5
Class 6 Feb 9	EDGE Workshop	Test 1 (25%) – 1 hour at the start of class
Class 7 Feb 16	Cross-Cultural Business	<i>Wild & Wild</i> Chapter 2
Feb 19 - 23	Reading Week – no classes	
Class 8 March 2	International Strategy and Organization	<i>Wild & Wild</i> Chapters 10
Class 9 March 9	Developing and Marketing Products	<i>Wild & Wild</i> Chapter 12
Class 10 March 16	Selecting and Managing Entry Modes	<i>Wild & Wild</i> Chapter 11
Class 11 March 23	Foreign Direct Investment	<i>Wild & Wild</i> Chapters 7 Test 2 (25%) – Last hour of class
March 30	GOOD FRIDAY – NO CLASSES	
Class 12 Wednesday April 4	International Ethics	Proof of Concept DUE (30%) <i>Wild & Wild</i> Chapter 4

Team Country Presentations = 10%