

**University of Waterloo**  
**Stratford School of Interactive Design and Business**  
**Global Business and Digital Arts Program**  
**GBDA211 Introduction to Global Business, Winter 2021**  
**Course Outline**



**Contact Information**

**Instructor:** Vivian Yang

**Contact:** [vivyang@uwaterloo.ca](mailto:vivyang@uwaterloo.ca)

***Office Hours***

I host regular virtual office hours using the **Virtual Classroom on LEARN**. Office hours will be decided and announced in the first week of class based on students' availability.

***Announcements***

I rely heavily on LEARN to deliver the course, including communicating new or changing information regarding due dates, instructor absence, etc., as needed, during the term. You are expected to read the announcements on LEARN on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click "Show All Announcements".

***Teaching Assistants***

Adriana Rivera Molina ([ariveramolina@uwaterloo.ca](mailto:ariveramolina@uwaterloo.ca))

Gloria Li ([g96li@uwaterloo.ca](mailto:g96li@uwaterloo.ca))

***Contact Us***

Who and Why	Contact Details
<p><b>Instructor</b></p> <ul style="list-style-type: none"> <li>• Course-related questions (e.g., course content, deadlines, assignments, etc.)</li> <li>• Questions of a personal nature</li> </ul>	<p><b>Questions</b> can be directed to your instructor by email <a href="mailto:vivyang@uwaterloo.ca">vivyang@uwaterloo.ca</a></p> <p>I check emails frequently and will make every effort to reply to your questions within 24 hours, Monday to Friday. When emailing the instructor, please indicate the course code in the subject line.</p>
<p><b>TAs</b></p> <ul style="list-style-type: none"> <li>• Course-related questions (e.g., course content, deadlines, assignments, etc.)</li> </ul>	<p>Adriana Rivera Molina (<a href="mailto:ariveramolina@uwaterloo.ca">ariveramolina@uwaterloo.ca</a>)            Gloria Li (<a href="mailto:g96li@uwaterloo.ca">g96li@uwaterloo.ca</a>)</p>
<p><b>Technical Support</b></p> <ul style="list-style-type: none"> <li>• Technical problems with Waterloo LEARN assignments, etc.)</li> </ul>	<p><a href="mailto:learnhelp@uwaterloo.ca">learnhelp@uwaterloo.ca</a></p> <p>Include your full name, WatIAM user ID, student number, and course name and number.</p> <p>Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time).</p> <p><a href="https://uwaterloo.ca/learn-help/students">LEARN Help Student Documentation (https://uwaterloo.ca/learn-help/students)</a></p>

Who and Why	Contact Details
<b>Student Resources</b>	<a href="https://uwaterloo.ca/extended-learning/learn-online/student-resources">Student Resources (https://uwaterloo.ca/extended-learning/learn-online/student-resources)</a> <ul style="list-style-type: none"> <li>• Academic advice</li> <li>• Student success</li> <li>• WatCards</li> <li>• Library services and more</li> </ul>

### **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 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

### **Course Objective**

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

- Demonstrate a general working knowledge of business in a global context.
- Analyze a business decision / business problem for meaningful discussion.
- Analyze different nation states and be able to determine the impact of that nation’s culture and customs on business operations.
  - 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 assignments.

### **Required Textbook**

You can choose **Either** of the following two textbooks:

1. Wild, John J., Wild, Kenneth L., and Valladares Montemayor, Halia M. *International Business, The Challenges of Globalization*. Canadian Edition, Pearson Education Inc. 2015 (referred to as “WWV” book)
2. Wild, John J. and Wild, Kenneth L *International Business, The Challenges of Globalization, 9<sup>th</sup> Edition*, Pearson College Division, 2019 (referred to as “WW” book)

### **Resources**

All supplementary course materials (lecture slides/notes, assignments, announcements, etc.) are posted on LEARN, <http://learn.uwaterloo.ca>

## Evaluation

Category	Weight	Due Date
Assignments	20%	January 24, February 7, February 28, March 28 and April 11 (all on Sundays)
Class Participation	15%	N/A
Test 1	15%	During March 4 (Thur) to 5 (Fri) on LEARN
Test 2	15%	During April 13 (Tues) to 14 (Wed) on LEARN
Project (Total 35%)		
Country presentation	10%	By Mar 14 (Sun)
Business proposal	25%	By April 18 (Sun)
Total	100%	

### **1. Assignments (total 20% of final grade)**

Assignments will be posted on LEARN at least one week before the due date. A total of five online assignments will be assigned over the semester. Students can attempt each assignment a **maximum of 2 times**. The LEARN system will then take the better mark and discard the other attempt. The **best 4 out of 5** assignments will be counted into student's term grade.

Each student must submit their own individual assignments online. Students may talk to the professor, TAs or fellow students for assistance in understanding concepts but must complete the assignments themselves. Note that completing an assignment for another student or allowing another student to complete an assignment for you is an academic offense.

### **2. Class Participation (15% of final grade)**

Class activities are regularly assigned throughout the term, including but not limited to weekly surveys, discussion topics posted etc. Students' responses are evaluated based on participation, quality and efforts.

### **3. Test 1 and Test 2 (Each worth 15% of final grade)**

Two online tests will be done through LEARN. The test dates can be found on the class schedule. The tests will be available on LEARN around two days prior to the submission deadline. You can decide when to finish the quiz during the 48-hour frame. But once you start the test you will only have a certain limited time to finish the it.

The tests are designed to demonstrate student's learning and understanding of concepts and tools covered during the term. They are supposed to be **open book** and **individual** work. You shall **NOT** discuss or work collaboratively with your classmates while finishing the tests. Please see university policy on "Academic Integrity" in later section of this syllabus.

Further information on the tests will be announced on LEARN when test dates are approaching.

### **4. Project (35% of final grade)**

Students will need to finish an individual project. The project has two components: a country presentation and a final business proposal submission.

#### **A. Country presentation (10% of final grade)**

Each student is expected to analyze and present a foreign nation of their selection. 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.

You can select a country based on your interest. Your country presentation should be between 5 to 10 minutes. 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. Submit a video of your presentation on LEARN by March 14.

## B. Final business proposal (25% of final grade)

It is expected that all students, individually, will be developing a business idea that either

- Serve a local market in the country you select in the country presentation OR
- Target a group of people in Canada who are coming from the country you select in the country presentation.

Your business idea can be a physical product, a digital product or a service. The written business proposal is due by April 18.

Rubrics of the country presentation and business proposal will be available at the beginning of the semester on LEARN.

### Extensions and Lateness Policy

Unless otherwise stated, all course deliverables are due at 11:59 pm EST (Eastern Standard Time) on the due dates as indicated on the Class Schedule. No late submissions will be accepted unless there are exceptional circumstances, subject to the instructor's judgement.

### Class Schedule

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

Week #	Week of	Topic	Chapters from MMV book	Chapters from MM book	Deliverables due during the week during the week
1	Jan 11 to 17	Introduction	Chapter 1	Chapter 1	
2	Jan 18 to 24	International Trade	Chapter 6	Chapter 5 and 6	Assignment 1 by Jan 24 (Sun)
3	Jan 25 to 31	Foreign Direct Investment	Chapter 7	Chapter 7	
4	Feb 1 to 7	Regional Economics Integration	Chapter 8	Chapter 8	Assignment 2 by Feb 7 (Sun)
5	Feb 8 to 14	International Financial Markets and Foreign Exchange	Chapter 9	Chapter 9 and 10	
6	Feb 15 to 21	<b>Reading week. No lectures.</b>			
7	Feb 22 to 28	Cross-cultural Business	Chapter 2	Chapter 2	Assignment 3 by Feb 28 (Sun)
8	Mar 1 to 7	Economics and Emerging Markets	Chapter 5	Chapter 4	Test 1 during March 4 (Thur) and 5 (Fri)
9	Mar 8 to 14	Politics, Law and International Ethics	Chapter 3 and 4	Chapter 3	Country presentation due by Mar 14 (Sun)
10	Mar 15 to 21	<b>Mar 15 (M) and 16 (T) are scheduled pause by UW. Mar 17-19</b>			
11	Mar 22 to 28	International Strategy and Organization	Chapter 10	Chapter 11 and 15	Assignment 4 by Mar 28 (Sun)
12	Mar 29 to Apr 4	Selecting and Managing Entry Modes	Chapter 11	Chapter 12 and 13	
13	April 5 to 11	Developing and Marketing Products	Chapter 12	Chapter 14	Assignment 5 by April 11 (Sun)
14	April 12 to 18	<b>Last day of term is April 14 (W). No lectures.</b>			Test 2 during April 13(Tue) and 14 (Wed); Final business proposal due by April 18 (Sun)

## **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. [Check the [Office of Academic Integrity](#) for more information.]

**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](#). 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 to avoid committing an academic offence, and to take responsibility for his/her actions. [Check the [Office of Academic Integrity](#) for more information.] 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](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

**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](#).

**Note for students with disabilities:** [AccessAbility Services](#), located in Needles Hall, Room 1401, 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 AccessAbility Services at the beginning of each academic term.

**Turnitin.com:** Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit alternate assignment.

## **Coronavirus Information**

[Coronavirus Information for Students \(https://uwaterloo.ca/coronavirus/academic-information\)](https://uwaterloo.ca/coronavirus/academic-information)

This resource provides updated information on COVID-19 and guidance for accommodations due to COVID-19.