

University of Waterloo
Stratford School of Interactive Design and Business
Global Business and Digital Arts Program
GBDA211 Introduction to Global Business, Winter 2022

Course Outline

Instructor:

Dr. Muhammad Umair Shah

Contact via email: mushah@uwaterloo.ca or post your questions on Learn: Ask the Instructor

Office Hours: By Appointment

Class Schedule:

Section 001

Jan 5 to Jan 27, 2022; Tue & Thurs from 10:30 to 11:50 AM (EST) via ZOOM (link shared in LEARN)

Jan 28 to Apr 5, 2022; Tue & Thurs from 10:30 to 11:50 AM (EST) in DMS 2022

Section 002

Jan 5 to Jan 27, 2022; Tue & Thurs from 03:30 to 04:50 PM (EST) via ZOOM (link shared in LEARN)

Jan 28 to Apr 5, 2022; Tue & Thurs from 03:30 to 04:50 PM (EST) in DMS 2022

TAs:

Section 001: Amina Makhmudova amakhmud@uwaterloo.ca; Office Hours: By Appointment

Section 002: Kristen Neals knneals@uwaterloo.ca (Section 002); Office Hours: By Appointment

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 objectives:

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:

Wild, John J. and Wild, Kenneth L International Business, The Challenges of Globalization, 9th Edition, Pearson College Division, 2019.

Evaluation:

The breakdown is as follows:

Weekly Commentaries (10 x 6.5%)	65%
Country Presentation	15%
Final Business Proposal	20%

Topics to be covered in lectures:

Modules	Week	Topics (Tentative)	Readings	Activities & Assignments	Weight
1	Jan 5 to Jan 9	Introduction	Chapters 1	Course Overview	Ungraded
				Introduce Yourself	
				Ask Your Instructor	
2	Jan 10 to Jan 16	International Trade	Chapters 5 & 6	Commentary for Module 2 Due: Sun, Jan 16 (11:59 PM)	6.5%
3	Jan 17 to Jan 23	Foreign Direct Investment	Chapter 7	Commentary for Module 3 Due: Sun, Jan 23 (11:59 PM)	6.5%
4	Jan 24 to Jan 30	Regional Economics Integration	Chapter 8	Commentary for Module 4 Due: Sun, Jan 30 (11:59 PM)	6.5%
5	Jan 31 to Feb 06	International Financial Markets and Foreign Exchange	Chapters 9 & 10	Commentary for Module 5 Due: Sun, Feb 06 (11:59 PM)	6.5%
6	Feb 07 to Feb 13	Cross-cultural Business	Chapter 2	Commentary for Module 6 Due: Sun, Feb 13 (11:59 PM)	6.5%
7	Feb 14 to Feb 18	Economics and Emerging Markets	Chapter 4	Commentary for Module 7 Due: Fri, Feb 18 (11:59 PM)	6.5%
	Feb 19 to 27	Winter Term Reading Week			
8	Feb 28 to Mar 06	Politics, Law, and International Ethics	Chapter 3	Commentary for Module 8 Due: Sun, Mar 06 (11:59 PM)	6.5%
9	Mar 07 to Mar 13	International Strategy and Organization	Chapter 11 & 15	Commentary for Module 9 Due: Sun, Mar 13 (11:59 PM)	6.5%
10	Mar 14 to Mar 20	Selecting and Managing Entry Modes	Chapter 12 & 13	Commentary for Module 10 Due: Sun, Mar 20 (11:59 PM)	6.5%
11	Tue, Mar 22	Developing and Marketing Products	Chapters 14	Commentary for Module 11 Due: Sun, Mar 27 (11:59 PM)	6.5%
	Thurs, Mar 24	Country Presentations		Schedule TBA	
	Tue, Mar 29	Country Presentations		Schedule TBA	15%
	Thurs, Mar 31	Country Presentations		Schedule TBA	
	Tue, Apr 5	Country Presentations		Schedule TBA	
	Fri, Apr 8	Final Business Proposal		Submit it to LEARN Dropbox	20%

Project (35% of final grade)

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

A. Country presentation (15% 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.

These presentations will happen in person, however, if the guidelines from the university change due to Covid related disruptions, you will submit a video presentation on LEARN. The schedule for presentations will be announced later.

B. Final business proposal (20% 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 8 (11:59 PM).

Commentaries (10 x 6.5% = 65% of final grade)

There are 10 graded Commentaries (for Modules 2, 3, 4, 5, 6, 7, 8, 9, 10 & 11) worth 6.5% each, for a total of 65% of your final grade.

The intended purpose of the Commentaries is to encourage a healthy discussion among peers. You must contribute individually. You are encouraged to respond to your other course members' contributions to enhance your learning, although this is optional.

Each Commentary is due by the deadline specified in the Course Schedule. Find the **Commentary for Module X** topic (e.g., **Commentary for Module 2**) and its associated questions. This discussion

topic can be accessed by clicking **Connect** and then **Discussions** on the course navigation bar in LEARN.

Answer the question(s) for a Commentary in a **single post** (e.g., if there are 2 questions in **Commentary for Module 2**, place both answers in one post). The post itself should total no more than 450 words.

You must start a thread before you can read and reply to other threads.

DO NOT paste the questions into your post; simply number your answers to correspond to the question numbers. Post each Commentary only once but provide feedback/comments as often as you like to others' Commentaries.

Tips!

- Prepare your Commentaries separately (e.g., in MS Word), and then copy/paste them to the discussion area, to avoid lost work due to unforeseen network issues.
- Spell/grammar check all your Commentaries before posting.

Commentaries will be graded by either your instructor or the TA. Grading will be done according to the following rubric:

Grade Rubric

Criteria	Exemplary	Competent	Satisfactory	Partially Satisfactory	Not Satisfactory
Insightful - Shows understanding of involved concepts and relations among concepts.	2.5 points	2.0 points	1.5 points	1.0 points	0 points
Clear - Clearly explains involved concepts and relations among concepts.	2.5 points	2.0 points	1.5 points	1.0 points	0 points
Forceful - Expresses ideas in a persuasive and convincing manner.	2.5 points	2.0 points	1.5 points	1.0 points	0 points
Brief - Goes right to the point without redundant explanations.	2.5 points	2.0 points	1.5 points	1.0 points	0 points

Replies to other group members, while encouraged for greater understanding, are not graded.

Grades and feedback on your Commentaries will become available within 1-2 weeks after submission and can be accessed privately from the Grades section in LEARN (click **Grades** in the course navigation of LEARN site).

Late submissions:

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.

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](#).

Turnitin.com:

Text matching software (Turnitin®) may be used to screen the project deliverables and exams in this course. Turnitin® is used to verify that all materials and sources in project deliverables and exams 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. It is the responsibility of the student to notify the

instructor if they, in the first week of term, wish to submit alternate assessment.

Note for students with disabilities:

[AccessAbility Services](#), 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 [AccessAbility Services](#) at the beginning of each academic term.

Mental Health Support:

Full details on wellness and mental health support initiatives, please visit this link: <https://uwaterloo.ca/campus-wellness/services>

You could also download the WatSafe app at: <https://uwaterloo.ca/watsafe/> to your phone to quickly access mental health support information.

In addition to this, if you ever need help, please do not hesitate to contact the instructor or your assigned course TA. We are here to listen to you!