

University of Waterloo  
Stratford School of Interaction Design & Business

**GBDA 302**

**Global Digital Project 2**

Winter 2019, Fri 10AM – 12:50PM / 2PM – 4:50PM, DMS 1004

**Instructor:** Karin Schmidlin  
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**Course Description** 

In this course students will engage in advanced study of digital culture and globalization. They will work with global business consultants and product developers to prepare and present a complete digital media business plan designed for a non-Canadian community.

**Course Goals and Learning Outcomes** 

Upon completion of this course, students should be able to:

- A. Conceptualize a generative project by
  - Conducting relevant, credible market and user research
  - Communicating in writing and oral presentation the values, meaning and social implications of a design project
- B. Manage a project effectively by:
  - Applying skills learned in previous GBDA courses to novel contexts
  - Facilitating positive and productive team communication
- C. Plan and execute a digital media business strategy by
  - Conducting relevant market research
  - Accurately assessing resource needs
  - Write a convincing business plan
  - Communicating a confident, polished, convincing pitch in an oral presentation, accompanied by visual media

**Course Project** 

WorldVision's 2019 Social Innovation challenge will be used as the course project. This year's topic will focus on the waste problem in the Filipino Island of Iloilo, within the communities of Sto. Nino Sur and Sto. Nino Norte. Details about the project can be found on LEARN.

**Required Text** 

Rosling, Hans. 2018. Factfulness. Flatiron Books

This book will be used as the course textbook. Each week, one of the teams will lead and facilitate a 'bookclub' class discussion on the assigned chapter.

## Course Assessment

Team Mark		%	Due Date
	<b>Industry Project</b>	<b>60</b>	
	Business Plan	(40)	Mar 11, 9 AM
	Final Presentation	(30)	Apr 5, 9 AM
	Facilitated 'bookclub' class discussion on the weekly reading	(30)	Throughout the course
Individual Mark			
	<b>Attendance &amp; Participation</b>	<b>10</b>	
	<b>In-Class Activities (x5)</b>	<b>20</b>	Throughout the course
	<b>Peer Evaluations (x2)</b>	<b>10</b>	Feb 15, Apr 5, 6 PM

You will be required to complete 5 small assignments throughout the semester. These may include in-class quizzes, short design activities, or other formats as determined by the instructor. These will not be scheduled in advance; they will be 'surprise' assignments to be completed in class.

## Course Timeline

Below is a tentative timeline. The content of the lectures and order may change based on class progress and interest.

Week		Date	Topic	Readings Due	Assignments
1		Jan 11	<b>Class Introduction</b> <b>Mini design sprint</b> <b>Team formation</b>	None	
2	Part 1: Understand & Ideate	Jan 18	<b>Project Introduction</b> <b>Ideation &amp; Questions</b>	Rosling: Ch 1	Team 1 facilitates bookclub of chapter 1
3		Jan 25	<b>Research Methods 1</b>	Rosling: Ch 2	Team 2 facilitates bookclub of chapter 2
4		Feb 1	<b>Research Methods 2</b>	Rosling: Ch 3	Team 3 facilitates bookclub of chapter 3
5		Feb 8	<b>The Business Model Canvas</b>	Rosling: Ch 4	Team 4 facilitates bookclub of chapter 4
6		Feb 15	<b>Value Proposition Design</b>	Rosling: Ch 5	Team 5 facilitates bookclub of chapter 5  Peer evaluations, 6PM
7	Part 2: Develop & Present	Mar 1	<b>Busines Plans 101</b>	Rosling: Ch 6	Team 6 facilitates bookclub of chapter 6  Business plan, Mar 11, 9AM
8		Mar 8	<b>Social Entrepreneurship</b>	Rosling: Ch 7	Team 7 facilitates bookclub of chapter 7
9		Mar 15	<b>Designing for Social Impact</b>	Rosling: Ch 8	Team 8 facilitates bookclub of chapter 8
10		Mar 22	<b>Here come the robots &amp; other trends</b>	Rosling: Ch 9	Team 9 facilitates bookclub of chapter 9

Week	Date	Topic	Readings Due	Assignments
11	Mar 29	<b>How to make a successful pitch Improvisation 101</b>	Rosling: Ch 10	Team 10 facilitates bookclub of chapter 10
12	Apr 5	<b>Final presentations</b>	None	Presentation slides, 9AM Peer evaluations, 6PM

## Course Communication

Slack will be used as the main class communication tool. Teams MUST use their designated Slack channel for all course-related communication.

## Deadlines

All assignments are due on the day and time indicated in the course timeline and uploaded to the designated folders on LEARN. Extensions to assignment deadlines will be granted only in case of illness or emergency. Extensions are granted based on the discretion of the instructor. Students should contact the instructor as soon as possible to make their requests and provide credible documentation (such as a doctor's note or a Verification of Illness Form).

## Late Work

All assignments submitted late without approved extensions will be subject to late penalties. 5% will be deducted for projects that are handed in within 24hrs after the deadline and an additional 5% per day thereafter (including weekends) up to a maximum of 50%. After that time a grade of 0% will be assigned for the late work. Late penalties are not recoverable.

For group work: If one of you happens to be sick, the rest of your team members will be there to present for you or to upload your work. Ensure that you use your Slack team channel for sharing your slides, research, design, other documents and media so that any team member can theoretically present all material involved, and a backup plan is in place if your key presenter cannot be present.

## Electronic Device Policy

**Get ready to put your phones away for certain classes.** I promise that it will benefit your learning and make the class more engaging and enjoyable for all : )

## Attendance

Students are expected to attend all classes and participate in discussions. The instructor should be notified of any anticipated absences well in advance. Teams should take attendance at each scheduled team meetings in and outside of class and monitor team members' contributions throughout the term. Hand-in your team's attendance sheet and peer evaluations to the instructor mid-course and at the end of the term.

## **Institutional-required statements for undergraduate course outlines approved by Senate Undergraduate Council, April 14, 2009**

### **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. See the [UWaterloo Academic Integrity webpage](#) and the [Arts Academic Integrity webpage](#) for more information.

### **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](#). For typical penalties check [Guidelines for the Assessment of Penalties](#) (<https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/guidelines/guidelines-assessment-penalties>).

### **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 (<https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-70>). When in doubt, please be certain to contact the department’s administrative assistant who will provide further assistance.

### **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](#) (<https://uwaterloo.ca/secretariat-general-counsel/policies-procedures-guidelines/policy-72>).

### **Note for Students with Disabilities**

The [AccessAbility Services](#) office, located on the first floor of the Needles Hall extension (NH 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 the AS office at the beginning of each academic term.