

**University of Waterloo**  
**Stratford School of Interaction Design and Business**  
**GBDA 302**  
**Global Digital Project 2**  
**Winter 2019**  
**Wednesdays 10:00-12:50, DMS 3022**

**Instructor and T.A. Information**

Instructor: Lennart Nacke, Ph.D., Associate Professor

Office: DMS 2012

Office Phone: x23025

Office Hours: by appointment

Email: len@uwaterloo.ca

Contact via email preferred. Use GBDA 302 in subject.

**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 (<https://challenge.worldvision.ca/en/challenge/waste/>) 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 Santo Nino Sur and Santo 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 'book club' class discussion on the assigned chapter.

## Course Requirements and Assessment

Assessment	Type	Due Date	Weighting
Industry Project	Team	Apr 3, 9am	60%
- Business Plan		Mar 11, 9am	(40)
- Final Presentation		Apr 3, 9am	(30)
- Facilitated book club class discussion on the weekly reading		Throughout the course	(30)
Attendance & Participation	Individual	Throughout the course	10%
In-class activities (x5)	Individual	Throughout the course	20%
Peer Evaluations (x2)	Individual	Feb 13; Apr 3, 6pm	10%
Total			100%

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. The readings are the book club discussion of the chapters, facilitated by a different team every week.

Week	Date	Topic	Readings Due
1	Jan 9	Class intro, mini design sprint, team formation	
2	Jan 16	Project introduction, ideation and questions	Factfulness, Chapter 1
3	Jan 23	Research Methods 1	Factfulness, Chapter 2
4	Jan 30	Research Methods 2	Factfulness, Chapter 3
5	Feb 6	The Business Model Canvas	Factfulness, Chapter 4
6	Feb 13	Value Proposition Design	Factfulness, Chapter 5
7	Feb 27	Business Plans 101	Factfulness, Chapter 6
8	Mar 6	Social Entrepreneurship	Factfulness, Chapter 7
9	Mar 13	Designing for Social Impact	Factfulness, Chapter 8
10	Mar 20	Here come the robots and other trends	Factfulness, Chapter 9
11	Mar 27	How to make a successful pitch, improvisation 101	Factfulness, Chapter 10
12	Apr 3	Final presentations	None, Presentation slides at 9am, Peer evaluations at 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.

## Late Work

Individual 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.

### *Deadlines*

Assignments are due by the date given in the schedule at the time of day specified. Extensions to assignment deadlines will be granted only in cases 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).

### **Information on Plagiarism Detection**

Students and faculty at the University of Waterloo share an important responsibility to maintain the integrity of the teaching and learning relationship. This relationship is characterized by honesty, fairness, and mutual respect for the aim and principles of the pursuit of education. Academic misconduct impedes the activities of the university community and is punishable by appropriate disciplinary action.

We reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments are subject to submission for textual similarity review by software. Assignments submitted to Turnitin.com will be included as source documents in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents for five academic years. The instructors may require students to submit their assignments electronically to Turnitin.com or the instructor may submit questionable text on behalf of a student.

### **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 Policy**

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 are expected to promote honesty, trust, fairness, respect and responsibility. See the [Office of 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. 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 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](#).

### **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.

### **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**

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.

### **If Using Turnitin in your Course**

**Turnitin.com:** Text matching software (Turnitin®) will be used to screen assignments in this course. This is being done to verify that use of all material and sources in assignments is documented. Students will be given an option if they do not want to have their assignment screened by Turnitin®. In the first week of the term, details will be provided about arrangements and alternatives for the use of Turnitin® in this course.

*Note: students must be given a reasonable option if they do not want to have their assignment screened by Turnitin®. See [guidelines for instructors](#) for more information.*

## **Faculty of Arts-required statements for undergraduate course outlines**

### **Cross-listed Course (if applicable)**

Please note that a cross-listed course will count in all respective averages no matter under which rubric it has been taken. For example, a PHIL/PSCI cross-list will count in a Philosophy major average, even if the course was taken under the Political Science rubric.