



MCS*6500 Global Business Today Course Outline

Winter 2017
Cohort: 2015
MBA Graduate Program

Instructor Contact

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Course Information

Course Title: Global Business Today
Pre-Requisites: None
Co-Requisites: None
Restriction: CBE Executive Programs students only
Credits: 0.50
Course Website): [CourseLink - University of Guelph](#)
Method of Delivery: Distance Education, Fully Online
Course Website Access Date: December 27, 2016
Course Start Date: January 3, 2017

Calendar Description

This course will survey the key issues related to doing business internationally including the cultural context for global business, cross border trade and investment, ethics, the global monetary system, foreign exchange challenges and effectively competing in the global environment.

Detailed Course Description

This course is designed to provide you with a survey of many of the major challenges and opportunities currently being faced when operating within the global marketplace. You will be exposed to a variety of different theories and strategies for successfully navigating many of the unique situations prevalent in the international business environment. Through a series of case studies, online discussions, industry readings, and multimedia tools, the expectation is that you will both grow your knowledge of operations in international markets as well as a number of tools and techniques to enhance management skills within this realm.

Key questions include:

- Why have these countries, and the businesses within them, developed as they have?
- How do foreign businesses, embarking on foreign ventures, assess protection of intellectual property, product safety, and product liability issues?
- How do companies coordinate everything from materials management to human resource development across the globe?

Learning Outcomes

On completion of this course, you should be able to:

- Explain the evolution of globalization;
- Discuss international trade theories and how they create competitive advantage, internationally;
- Describe the importance and challenges of regional economic integration;
- Describe key areas of theoretical and practical applications involved in global business today, including country differences and ethics in international business;
- Explain the value in understanding different cultural models and their impact on organizational success;
- Discuss global operational, marketing, human resources, and financial systems;
- Determine the best strategies for competing in the global marketplace.

About Your Instructor

Kalinga Jagoda is an assistant professor at the Department of Management of the University of Guelph. He has a PhD from the University of Western Sydney, Australia, and a Bachelor of Science in Chemical Engineering from the University of Moratuwa. He holds numerous industry designations, including Certified Management Accountant (CMA), Certified Professional Accountant (CPA), Chartered Global Management Accountant (CGMA), as well as Associate of the Chartered Institute of Management. Dr Jagoda has published more than 50 articles in journals, edited books, and conference proceedings. His main areas of scholarly interest include mergers and acquisitions, production planning, management control systems and entrepreneurship.

Method of Learning

You should expect to spend between 20-25 hours per week in order to complete each unit, of which approximately 4 hours should be spent on reading the assigned material - both required text reading, and ancillary articles, when applicable.

Every week, you should:

- Read the book chapters and other assigned readings for the unit;
- Read and prepare all required assignments for the unit;
- Actively contribute in online discussions;
- Ask questions for clarification or assistance when questions arise;
- Share any concerns about the course in a timely manner;
- Submit your assignment(s) on time;
- Inform the Instructor about any extenuating circumstances affecting course participation.

Ask Questions

In this course, you are expected to ask questions of your instructor and find solutions to content or course-related issues with which you are unfamiliar. If you encounter difficulties, the instructor is here to help you. You can post your questions in the **Ask Your Instructor** Discussion. The instructor will monitor the discussion for questions and conversations to provide beneficial input. To access the discussion, select the **Discussions** link in the course navbar on the course website.

If you have a question concerning a personal matter, please send your instructor a private email or connect by phone. See the instructor contact information on the first page of this outline.

Learning Resources

Required Textbook (Provided):

Title: International Business: Challenge and Choices

Author(s): Alan Sitkin and Nick Bowen

Edition / Year: 2nd Edition, 2013

Publisher: Oxford Press

ISBN-978: 0199646968

Materials Provided:

Other materials will be made available through the course website.

Course Website (Courselink)

The course website will act as your classroom to guide you through the course learning activities. There are a variety of course content, assignments, and other relevant information provided on the course website. Importantly, the course website provides you with an avenue through which you can communicate with your peers and instructor. You will also find the links to external web resources throughout the website. It is recommended that you log in to your course website every day to check for instructor's announcements, access course materials, review weekly schedule and assignment requirements, and participate in online discussions.

eReserve

The **eReserve** link provides access to the case studies available electronically from the University of Guelph Library. The case studies are required for the assignments in this course. You can access these materials through the **eReserve** link located in the Navbar on the course website. Note: You will need your Central Login ID and password in order to log in to the library website.

For further instructions on accessing reserve resources, visit [How to Get Course Reserve Materials](#).

If at any point during the course you have difficulty accessing reserve materials, please contact the e-Learning and Reserve Services Staff at:

Tel: 519-824-4120 ext. 53621

Email: libres2@uoquelfh.ca

Location: McLaughlin Library, First Floor, University of Guelph

Readings on external websites:

In the [online Resources section for the text](#), you will find an extensive collection of materials to enhance the text materials. Although these materials are not required, it is

suggested you take advantage of them as needed as they can assist in your learning and addressing discussion questions and assignments.

Schedule: Week 1

Unit 01: Introduction to Global Business

Readings:

- Textbook: Chapter 1, Introduction to International Business
- Textbook: Chapter 2, Theories of International Business

Assignments:

- Participate in **Unit 01 (Individual) Discussion** (Open for 1 week)
- Participate in **Case #1 (Group) Discussion** (Runs over 2 weeks)
- The final assignment is to be an export business plan. Provide a proposal of company name, description of said company and a description of the industry in which it participates for the **Final (Group) Assignment** (Due in Week 8).

Schedule: Week 2

Unit 02: Key Players in the International Marketplace

Readings:

- Textbook: Chapter 3, International Business and National Politics
- Textbook: Chapter 4, Global Frameworks
- Textbook: Chapter 5, Multinational Enterprises and Foreign Direct Investment

Assignments:

- Participate in **Case #1 (Group) Discussion** (Closes on Sunday of Week 2)
- Participate in **Unit 02 (Individual) Discussion** (Open for 1 week)
- Continue working on the Export Business Plan for the final (Group) Assignment (Due in Week 8)

Schedule: Week 3

Unit 03: Cultural Perspectives

Readings:

- Textbook: Chapter 6: National Cultures
- Textbook: Chapter 7: International Corporate Cultures
- Textbook: Chapter 8: Multinational Corporate Social Responsibility

Websites:

- [The Hofstede Centre: National Cultural Dimensions](#)
- [World Values Survey](#)
- [Trompenaars Hampden-Turner Consulting](#)

Assignments:

- Participate in **Case #2 (Group) Discussion** (Runs over 2 weeks)
- Participate in **Unit 03 (Individual) Discussion** (Open for 1 week)
- Continue working on the Export Business Plan (Group) Assignment (Due in Week 8)

Schedule: Week 4

Unit 04: International Strategies

Readings:

- Textbook: Chapter 9, Modes of Internationalization
- Textbook: Chapter 10, Organization of Multinational Enterprises

Assignments:

- Participate in **Case #2 (Group) Discussion** (Closes on Sunday of Week 4)
- Participate in **Unit 04 (Individual) Discussion** (Open for 1 week)
- Continue working on the Export Business Plan (Group) Assignment (Due in Week 8)

Schedule: Week 5

Unit 05: International Operations – Production and Marketing

Readings

- Textbook: Chapter 11, International Production
- Textbook: Chapter 12, International Marketing

Assignments

- Participate in **Case #3 (Group) Discussion** (Open for 2 weeks)
- Participate in **Unit 05 (Individual) Discussion** (Open for 1 week)
- Continue working on the Export Business Plan (Group) Assignment (Due in Week 8)

Schedule: Week 6

Unit 06: International Operations – Finance and Human Resources

Readings

- Textbook: Chapter 13, International Finance
- Textbook: Chapter 14, International Human Resource Management

Assignments

- Participate in **Case #3 (Group) Discussion** (Closes on Sunday of Week 6)
- Participate in **Unit 06 (Individual) Discussion** (Open for 1 week)
- Continue working on the **Export Business Plan (Group) Assignment** (Due in Week 8)

Schedule: Week 7

Unit 07: The Future of the Global Marketplace

Readings

- Textbook: Chapter 15, The Changing Geography of International Business
- Textbook: Chapter 16, International Business and the Environmental Challenge

Assignments

- Continue working on the **Export Business Plan (Group) Assignment** (Due in Week 8)
- Participate in **Unit 07 (Individual) Discussion** (Open for 1 week)

Schedule: Week 8

Unit 08: International Commercial Terminologies

Readings

- Chapter 4: Incoterms. In FITT Skills: Global Supply Chain Management (Available in the Introduction section of Unit 08 on the course website)

Assignments

- Participate in **Unit 08 (Individual) Discussion** (Open for 1 week)
- Submit the **Export Business Plan** (Group) Assignment

Course Evaluation

The grade determination for this course is indicated in the following table. Note: There is no final examination for this course. Assignment descriptions and specific due dates can be found on the course website in the **Assignments** and **Schedule** sections respectively. All written assignments are to be submitted to the **Dropbox** located in the navbar of the course website.

Table 1: Overview of Course Assignments

Assignments*	Type	Weight
Case Discussion #1		10%
Case Discussion #2		10%
Case Discussion #3		10%
Export Business Plan Assignment		40%
Unit Discussions (6x5%)		30%
Total		100%

Notes: *Unless otherwise stated, all assignments are due Sundays by 11:59 pm (EST) of the week in which they are due.

Late Policy

Late assignments will be penalized by deducting **10% of the marks available for each day** that the assignment is late. Should a situation arise that precludes completing and submitting your assignments by the specified due dates, please notify the instructor of the problem. Extensions will be granted only in the event of serious circumstances.

Feedback and Return of Marked Assignments

Grades for the case discussions will be provided within **7 calendar days** after the closing date.

Citing and Referencing

All submitted materials (including online discussions) that draw upon published materials must include proper citations. There is no specific format required, but at minimum sufficient information including Author(s), publication, and date of publication is required.

Technical Requirements

Students are responsible for ensuring that their computer system meets the necessary [specific technical requirements](#) of their program. Use the [browser check](#) tool to ensure your browser settings are compatible and up to date. (Results will be displayed in a new browser window).

Technical Support

If you need any assistance with the software tools or the website, contact the **Courselink Technical Support**:

Courselink Technical Support
University of Guelph
Day Hall, Room 211
Email: courselink@uoguelph.ca
Tel: 519-824-4120 ext. 56939
Toll-Free (CAN/USA): 1-866-275-1478

Hours of Operations:
Monday - Friday: 8:30am – 4:30pm Eastern Time
Saturday: 10:00am – 4:00pm Eastern Time
Sunday: 12:00pm – 6:00pm Eastern Time

Policies and Regulations

E-mail Communication

As per university regulations, all students are required to check their <uoguelph.ca> e-mail account regularly: e-mail is the official route of communication between the University and its students.

When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact.

See the Graduate Calendar for information on regulations and procedures for [Academic Consideration](#).

Drop Date

Refer to the Graduate Calendar for the [Schedule of Dates](#).

Copies of Out-of-Class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Student Accessibility Services (SAS) as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the [SAS website](#).

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community – faculty, staff, and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

The [Academic Misconduct Policy](#) is detailed in the Graduate Calendar.

Copyright

All content within this course is copyright protected. Third party copyrighted materials (such as book chapters and articles) have either been licensed for use in this course, or have been copied under an exception or limitation in Canadian Copyright law.

The fair dealing exemption in Canada's Copyright Act permits students to reproduce short excerpts from copyright-protected materials for purposes such as research, education, private study, criticism and review, with proper attribution. Any other copying, communicating, or distribution of any content provided in this course, except as permitted by law, may be an infringement of copyright if done without proper license or the consent of the copyright owner. Examples of infringing uses of copyrighted works would include uploading materials to a commercial third party web site, or making paper or electronic reproductions of all, or a substantial part, of works such as textbooks for commercial purposes.

Students who upload to Courselink copyrighted materials such as book chapters, journal articles, or materials taken from the Internet, must ensure that they comply with Canadian Copyright law or with the terms of the University's electronic resource licenses.

For more information about students' rights and obligations with respect to copyrighted works, see [Fair Dealing Guidance for Students](#).

Grades

The assignment of grades at the University of Guelph is based on clearly defined standards, which are published in the Graduate Calendar for the benefit of faculty and students.

Grades Schedule

In courses, which comprise a part of the student's program, standings will be reported according to the following schedule of grades:

- A+ 90-100%
- A 85-89
- A- 80-84
- B+ 77-79
- B 73-76
- B- 70-72
- C+ 67-69
- C 65-66
- F 0-64

The minimum passing grade is 65%.

The [Grades Schedule](#) can be referenced in the Graduate Calendar.

Grade Interpretation

The definitions for each of the numerical grade range (letter grades) is as follows:

90-100 (A+) **Outstanding.** The student demonstrated a mastery of the course material at a level of performance exceeding that of most scholarship students and warranting consideration for a graduation award.

80-89 (A- to A) **Very Good to Excellent.** The student demonstrated a very good understanding of the material at a level of performance warranting scholarship consideration.

70-79 (B) **Acceptable to Good.** The student demonstrated an adequate to good understanding of the course material at a level of performance sufficient to complete the program of study.

65-69 (C) **Minimally Acceptable.** The student demonstrated an understanding of the material sufficient to pass the course but at a level of performance lower than expected from continuing graduate students.

0-64 (F) **Fail.** An inadequate performance.

Further information on [Grade Interpretation](#) is outlined in the Graduate Calendar.

Graduate Student Responsibilities

From the choice of Advisor, choice of research project and through to degree completion, graduate students must recognize that they carry the primary responsibility for their success. The responsibilities assigned to Advisors, Advisory Committees and Departments provide the framework within which students can achieve success. Students should take full advantage of the knowledge and advice that the Advisor and Advisory Committee have to offer and make the effort to keep the lines of communication open. The [Graduate Student Responsibilities](#) are located in the Graduate Calendar.

General Regulations

Graduates students are expected to be familiar with the [General Regulations](#) in the [Graduate Calendar](#), including those related to university-wide policies on admission, registration, graduation, theses, fees and other subjects of importance to graduate students.

Plagiarism Detection Software

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Religious Holidays

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made.

Acceptable Use

The University of Guelph has an [Acceptable Use Policy](#), which you are expected to adhere to.

Resources

The [Graduate Calendar](#) is the source of information about the University of Guelph's procedures, policies and regulations that apply to graduate programs.