

Edwards School of Business
University of Saskatchewan

MBA 839.01 Global Environment of Business

Class time: Two weeks
Instructor: David Di Zhang
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Course Description

This course is intended to provide an opportunity to understand the complexity of global environment of business, and make an attempt to systematically examine the broad dynamics of the international environmental factors that would potentially influence business activities of the firm, including demographic trends, economic development, natural and resource concerns, political landscape, and cultural diversity.

Objectives

At the end of this course, students should have a preliminary understanding that, despite of the complexity, there are several basic tools available to aid the organization in analyzing the global environment, identifying international opportunities, assessing the attractiveness of these opportunities, evaluate the fit between global opportunities and organizational core competencies, and designing an appropriate business strategy to pursue such opportunities. The pedagogy of this course involves a mixture of lectures, round-table discussions, in-class international business news reviews, and video case studies.

Prerequisite: MBA 803.3 Business and Society

Instruction Material

Cateora, Graham, and Papadopoulos (2008) International Marketing, 2nd Canadian Edition. McGraw-Hill Ryerson.

Additional Reading: Globe and Mail – Issue of the Day: The class will discuss the real life issues.
Canadian Business – Current Issues: In-depth debate of current issues.
Case Studies (Note: These cases are available at the back of the text book.)

Course Requirements

Honesty: Students are expected to have read and understood the rules regarding academic dishonesty which are posted on the University of Saskatchewan website at:
http://www.usask.ca/university_council/reports/09-27-99.shtml

Exams: There will be two exams. The midterm exam will take place at the end of the first weekend. The format will be an in-class case analysis. The focus of this midterm analysis will be analysis of opportunities. The final exam will be a take-home at the end of the 2nd weekend. It is due on the following Monday. The focus of this final exam will be business strategy. The format, again, will be a case analysis.

Registration and Attendance Policy

Participation in and exposure to class discussion is critical for mastery of the subject matter, to achieve the learning outcomes and maximize the learning environment. As well, the Edwards MBA Program emphasizes the development of high standards of professional conduct.

Punctuality: Punctual attendance is expected at all lectures, seminars, professional development sessions and scheduled activities of the MBA program. It is recognized that a student may be unavoidably delayed on occasion; however, arriving late can be very disruptive to colleagues and faculty members. It is at the faculty member's discretion how poor punctuality will be handled.

Attendance: Regular attendance in all MBA courses is mandatory, unless absence is unavoidably caused by illness or compassionate reasons. If this is the case, the student is expected to contact both the instructor and the MBA office in advance where possible; documentation may be required.

If a student misses more than 15% of a course, the student may not be allowed to sit/submit the final examination for that course.

Course Evaluation Midterm -50% Final - 50%

TENTATIVE CLASS & EXAM SCHEDULE

CLASS	DATE	TOPIC	READINGS/ASSIGNMENTS
1.	Wednesday	<ul style="list-style-type: none"> Course Overview Challenges and Dynamics 	Course Outline will be handed out. Read Chapters 1, 2, 3
2.	Friday	<ul style="list-style-type: none"> International Environments 	Chapters 4, 5,6 Current Issues
3.	Saturday	<ul style="list-style-type: none"> International Opportunities 	Chapters 7,8,9 Case study
4.	Sunday	<ul style="list-style-type: none"> Review Case Analysis 	Midterm
5.	Wednesday	<ul style="list-style-type: none"> International Strategies 	Chapters 10, 11, 12, 13, 14
6.	Friday	<ul style="list-style-type: none"> Managing your way 	Chapters 15, 16, 17 Canadian Business: Current Issues
7.	Saturday	<ul style="list-style-type: none"> How thing work together 	Case study
8.	Sunday	<ul style="list-style-type: none"> Review entire course Case Analysis 	Final Exam will be handed out at the end. I will due the next day by 12:00 noon.