

**COURSE MAM3030: BUSINESS IN THE GLOBAL MARKETPLACE**

<b>Level:</b>	Advanced
<b>Theme:</b>	Business Management Systems and Strategies
<b>Prerequisite:</b>	None
<b>Description:</b>	Students identify the opportunities and challenges that confront business people in establishing a global business operation.

**Parameters:** No specialized equipment or facilities.

**Supporting Courses:** MAM1010 Management & Marketing Basics  
MAM2010 Managing for Quality  
MAM3020 Business in the Canadian Economy

**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>compare existing international business ventures within developing and developed nations</li> <li>identify and examine existing legislation that affects global ventures</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>researching a minimum of four businesses (two with developing and two with developed nations) and reporting the following: <ul style="list-style-type: none"> <li>name of company and products and/or services</li> <li>organizational structure (e.g., multinational)</li> <li>management and marketing systems and strategies</li> <li>constraints and considerations identified when doing business with the foreign nation</li> <li>local challenges resulting from global competition.</li> </ul> </li> </ul> <p><i>Assessment Tool</i>  <i>Presentations/Reports: Business in the Global Marketplace (MAM3030-1)</i></p> <p><i>Standard</i>  <i>Rating of 2 in each applicable task</i></p>	15
	<ul style="list-style-type: none"> <li>a concept test consisting of questions related to global business legislation, regulations and organizations including: <ul style="list-style-type: none"> <li>basic concepts of international trade.</li> <li>provincial and Canadian legislation</li> <li>trading blocs, agreements and policy.</li> </ul> </li> </ul> <p><i>Assessment Tool</i>  <i>Sample Test Items: World of Business: A Canadian Profile, 3<sup>rd</sup> ed, Workbook, Chapters 6, 7, 8</i></p> <p><i>Standard</i>  <i>Rating of 60% or higher on concept test</i></p>	15

**COURSE MAM3030: BUSINESS IN THE GLOBAL MARKETPLACE** (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>• analyze existing global ventures</li> <li>• identify and investigate global entrepreneurial opportunities within a developing and a developed nation</li> <li>• demonstrate basic competencies.</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>• analyzing a minimum of four case studies using videos, magazine articles, books and/or newspaper clippings, which represent the use of different management and marketing strategies in the global marketplace.</li> </ul> <p><i>Assessment Tool</i>  <i>Presentations/Reports: Business in the Global Marketplace (MAM3030-1)</i></p> <p><i>Standard</i>  <i>Rating of 2 in each applicable task</i></p> <ul style="list-style-type: none"> <li>• a research project on the global marketplace. See Global Marketplace Research Project.</li> </ul> <p><i>Assessment Tools</i>  <i>Sample Project: Global Marketplace Project (MAM3030-2)</i>  <i>Research Process: Business in the Global Marketplace Project (MAM3030-3)</i></p> <p><i>Standard</i>  <i>Rating of 2 in each applicable task</i></p> <ul style="list-style-type: none"> <li>• observations of individual effort and interpersonal interaction during the learning process.</li> </ul> <p><i>Assessment Tool</i>  <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>20</p> <p>50</p> <p>Integrated throughout</p>

**COURSE MAM3030: BUSINESS IN THE GLOBAL MARKETPLACE (continued)**

Concept	Specific Outcomes	Notes
Global Business Opportunities	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• explain global marketplace terms</li> <li>• identify and describe a variety of international businesses including organizational structures, manager roles and responsibilities for foreign companies in Canada; Canadian companies abroad</li> <li>• describe the pros and cons of various forms of international business opportunities.</li> </ul>	<p>For example, sanctions, imports, exports, tariffs, embargo.</p> <p>Conglomerates, multinational, small business, franchise foreign subsidiaries, joint ventures, off shore.</p> <p>Use of SWOT (strengths, weaknesses, opportunities, threats).</p>
Legislation and Policies	<ul style="list-style-type: none"> <li>• research existing provincial legislation/regulations that promote or hinder trade within Canadian</li> <li>• research Canadian and other nation legislation/regulations that promote or hinder trade with Canada</li> <li>• explain and describe the:               <ul style="list-style-type: none"> <li>– World Trade Organization</li> <li>– Canada/US Free Trade Agreement</li> <li>– North American Free Trade Agreement</li> <li>– European Economic Community</li> <li>– Asian Pacific Rim</li> <li>– other international trading agreements</li> </ul> </li> <li>• describe a “protectionism” policy and the historical effect it has had on countries</li> <li>• describe/debate Canada/U.S. actions regarding:               <ul style="list-style-type: none"> <li>– tariffs (import and export tax)</li> <li>– dumping</li> </ul> </li> <li>• prepare an organization chart with functions, duties, descriptions, and examples of:               <ul style="list-style-type: none"> <li>– export department</li> <li>– export manager</li> <li>– commission agent</li> </ul> </li> <li>• research the role of the World Bank in international business</li> </ul>	<p>What are the strengths and weaknesses of each bloc?</p> <p>Use of SWOT (strengths, weaknesses, opportunities, threats).</p> <p>E.g., importing and dumping of sugar beets in Canada and its effect on the Alberta economy.</p>

**COURSE MAM3030: BUSINESS IN THE GLOBAL MARKETPLACE** (continued)

Concept	Specific Outcomes	Notes
Legislation and Policies (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• describe the basic concepts of international trade from a fiscal and economic position:               <ul style="list-style-type: none"> <li>– balance of trade</li> <li>– balance of payments</li> <li>– exchange rate (floating, devaluation, revaluation)</li> <li>– counter trade.</li> </ul> </li> </ul>	
Strategies for Operating in the Global Marketplace	<ul style="list-style-type: none"> <li>• describe the concept of “profit with principles” when doing business with developing nations</li> <li>• describe the global competitive forces being exerted on the Canadian business community</li> <li>• explain how a Canadian business operation might determine its “niche” in the international marketplace</li> <li>• research and summarize how management organizes for an effective international strategy:               <ul style="list-style-type: none"> <li>– development of new products/services</li> <li>– maximize advanced technology capability (communication, research, production)</li> <li>– using resources from the local community</li> <li>– identify local economic political, social and environmental issues</li> <li>– clarify profit targets</li> </ul> </li> <li>• research and explain possible involvement opportunities on the international business scene (provide examples and identify management’s role):               <ul style="list-style-type: none"> <li>– exporting</li> <li>– importing (directly/indirectly)</li> <li>– licensing (licensee/licenser)</li> <li>– franchising (franchisee/franchiser)</li> <li>– foreign marketing</li> <li>– foreign production and marketing.</li> </ul> </li> </ul>	<p><i>Marketing Today</i>, The Body Shop Case Study, p. 291.</p> <p>Trading blocs, telecommunications.</p> <p>How is the business unique in the global marketplace?</p> <p>Students may want to research international marketing blunders.</p> <p>Use of local personnel (e.g., translators) who know the local market can help make decisions regarding the market, transportation, advertising, sales, and production, use of trade commissioners.</p>

**COURSE MAM3030: BUSINESS IN THE GLOBAL MARKETPLACE** (continued)

Concept	Specific Outcomes	Notes
Constraints and Conditions	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• research and assess managerial considerations in a foreign country; e.g.:               <ul style="list-style-type: none"> <li>– geographical conditions</li> <li>– economic conditions</li> <li>– social conditions</li> <li>– political conditions</li> <li>– cultural differences</li> <li>– environmental conditions</li> </ul> </li> <li>• contrast risks/challenges to opportunities and indicate on what basis a positive decision would be made to proceed with a foreign venture</li> <li>• describe how management practices differ in the global marketplace in relation to:               <ul style="list-style-type: none"> <li>– leadership practices</li> <li>– organization structure</li> <li>– employee motivation levels/incentives</li> <li>– quality standards.</li> </ul> </li> </ul>	

