

Information regarding the School of Business at UNBC can be found at:

Situational Analyses 30% of grade

Students will evaluate three cases, each worth 10% of the overall grade. In ***at least*** seven (7) pages analyse the subject material in the case. When submitting your analyses, please ensure they address the following questions:

1. Identify the issue(s) What are the central issues (problems / opportunities) at this time?
2. Analyse the situation Are there various perspectives to consider?
3. Consider alternative solutions Compare at least two options.
4. Recommend a course of action

Missing Exam: Advance notice must be given when a student is unable to appear for an examination. Only duly authenticated bereavement and illness are admissible justifications for absence from a scheduled examination. For students with an admissible justification on the midterm will write a cumulative final examination covering all of the material in the course.

PLAGIARISM AND ACADEMIC MISCONDUCT:

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar.

A definition of academic misconduct includes:

Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct there are both grade penalties and disciplinary penalties. Before there is any intention (on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

ETHICAL STANDARDS

The following behaviors are considered unethical:

1. Telling the instructor that you "need" a certain grade.
2. Asking for extra assignments for the purpose of raising a grade.
3. Asking that the grade be raised because it is very close to the next higher grade.
4. Asking that the grade be raised because you did very well on one part of the course/grading scheme.
5. Asking for a higher grade because you don't like the grade

COURSE SCHEDULE:

Date	Material Covered	Ch	Assignment	Article to read before class
[REDACTED]	[REDACTED] marketplace			
[REDACTED]	[REDACTED]	3	[REDACTED]	Why the Chinese hate to use voice mail WSJ 2005 12 01 Worldview - What makes people vote Republican EDGE 2008 08 08
Sept 28	Global Strategy	11	[REDACTED]	[REDACTED]
Oct 5	Global Marketing and R&D	14	Case 1 due (Catfish)	Ikea - How the Swedish retailer became a global cult brand Levitt & Holt articles
Oct 12	Thanksgiving Day UNBC closed			
Oct 19	[REDACTED]	12	[REDACTED]	Starbucks to Invade Colombia TIME 2013 08 31 Why Proctor and Gamble needs to shave more Indians BW 2011 06 09