



Rotman Commerce UNIVERSITY OF TORONTO

Course Outline

RSM395Y0

Business Modeling & Global Organizations

South Korea Summer Abroad 2019

Course Meets: Monday to Thursday, 9:00am to 12:00pm

Instructor: Amy Kwan
Office Hours: After Class or By Appointment
E-Mail: amyk.kwan@utoronto.ca

Course Goals:

After completing this course, students will:

1. design, build, analyze, interpret, and evaluate the “business model” and “financial health” of global organizations.
2. have a broad overview of the global economy and an understanding of key sectors, including the following: finance, energy, agriculture, food/beverages, water, raw materials, construction, real estate, transportation, retail, and information and communication;
3. appreciate the changing role of global organizations in an increasingly complex and interconnected world;
4. be familiar with some of the most important global organizations in each of the key sectors of the global economy;
5. understand the changing role of governments and intergovernmental organizations in the global economy;

Course Scope and Mission:

This course provides an introduction to understanding global organizations through the lens of business modelling and analysis. The course starts with an introduction to the increasing complexity and interconnectedness of global organizations: for-profit corporations, not-for-profit organizations, as well as governmental and intergovernmental organizations (IGOs). Each of these types of organizations is subsequently studied with case studies used throughout. Ultimately, the purpose of the course is to introduce students to the increasingly important, complex, and interconnected global organizations and the impact they have on the world. This course is not eligible for CR/NCR option.

Course Prerequisites:

N/A - while prior background in basic principles of business and economics are helpful, they are not required.

Course Exclusion:

N/A

Required Readings:

"Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers", Alexander Osterwalder and Yves Pigneur (2010). Wiley. ISBN: 978-0-470-87641-1.

Additional required and recommended readings will be posted on the course website (<https://portal.utoronto.ca>). We may make use of regulatory filings and reports (e.g. annual reports) of the organizations that we will be studying.

Evaluation and Grades:

Participation and Field Trip Contribution	Ongoing	15%
Quizzes, Assignments and Homework	Ongoing	45%
Group Project and Presentation	Ongoing – 3 phases	<u>40%</u>
Total		<u>100%</u>

Grades are a measure of the performance of a student in individual courses. Each student shall be judged on the basis of how well he or she has command of the course materials. Additional details on each deliverable will be available on the course website.

Requirements and Criteria:

Participation and Field Trip Contribution

All students are expected to treat student colleagues as though they would in a professional work setting. The primary goal of the participation portion of the grade is to reward you for your preparation and individual contributions to the learning environment. It includes but is not limit to attendance, asking and answering questions, field trip reflections/blogs, etc.

In-Class Assignments and Homework

Details for the assignments will be assigned in-class and posted on the course website. It includes but is not limit to homework, presentations, exercises/quizzes, etc.

Group Project and Presentation

Details for the group project and presentation will be posted on the course website.

Final Term Test

The final term test may consist of multiple choice questions, short answer questions, problems, and/or a case. It will cover all materials from the entire course. No study aids are allowed. You may use a non-programmable hand-held calculator.

Policies and Procedures:

Laptop Policy

It is expected that students will use technology responsibly, with consideration for their fellow students and other members of the University community. With the permission of the instructor, students are encouraged to use laptops for note taking, in class communication, in class activities and web access. Laptops are not to be used for email, instant messaging, web browsing, and any other activity that is disruptive to other students, the instructor or in general, the classroom environment.

Turnitin.com:

Normally students will be required to submit their course essays to Turnitin.com (or similar service) for a review of textual similarity and detection of possible plagiarism. In doing so, students will allow their essays to be included as source documents in the Turnitin.com (or similar service) reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the university's use of the Turnitin.com service are described on the Turnitin.com website.

For Written Assignments:

Please note that clear, concise, and correct writing will be considered in the evaluation of Case Assignments and Peer Feedback. That is, you may lose points for writing that impedes communication: poor organization, weak paragraph development, excessive wordiness, hard-to-follow sentence structure, spelling mistakes and grammatical errors. Students who require additional support and/or tutoring with respect to their writing skills are encouraged to visit the Academic Success Centre (www.asc.utoronto.ca) or one of the College Writing Centres (www.writing.utoronto.ca/writing-centres). These centres are teaching facilities – not editing services, where trained staff can assist students in developing their academic writing skills. There is no charge for the instruction and support.

Course assignment requires students to work in teams

Learning to work together in teams is an important aspect of your education and preparation for your future careers. That said, project-based teamwork is often new to students and you are therefore reminded of the following expectations with respect to behaviour and contributions to your team project.

1. When working in a team, students are expected to:

- Treat other members with courtesy and respect;
- Honour the ground rules established by the team;
- Contribute substantially and proportionally to the final project;
- Ensure enough familiarity with the entire contents of the group project/assignment so as to be able to sign off on it as original work;
- Meet the project timeline as established by the team.

2. Resolving conflicts:

Conflicts are part of the team's process of learning how to work together effectively and when handled well can generate creativity and bring-multiple perspectives to the solution.

Student teams are collectively expected to work through their misunderstandings as soon as they arise (and prior to submission of the final project). In cases where teams are unable to arrive at a solution that works for all members, the team must meet with the course instructor as soon as possible. The instructor will listen to the team and help develop options for improving the team process. All members of the project team must commit to, and, utilize their action plans.

Accommodation Policy for Missed Assignments/Examinations

In the event that a student misses coursework due to illness, religious observance or other legitimate reason, the student must notify the instructor on or before the day of the missed coursework or course assessment. When requesting accommodation, the student must provide relevant documentation within 48 hours of the due date or date of the assessment. Once appropriate documentation is received, the instructor will evaluate the accommodation request. If approval is granted, a resolution will be determined by the instructor and may take the form of an alternate deliverable, a re-weighted grade calculation, or another option at the discretion of the instructor. For situations in which students are not granted an academic accommodation for a missed or late deliverable, the missed or late deliverable will be subject to an academic penalty. The extent of the penalty is at the discretion of the instructor.

Late Assignments

All assignments are due on the date specified on Quercus. Late submissions will normally be penalized by 20% if the assignment is not received on the specified date, at the specified time. A further penalty of 10% will be applied to each subsequent day.

Students who, for reasons beyond their control, are unable to submit an assignment by its deadline must obtain approval from the instructor for an extension. Supporting documentation will be required as per the policy on missed tests and assignments.

Accessibility Needs

The University of Toronto is committed to accessibility. If you require accommodations for a disability, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible: accessibility.services@utoronto.ca or <http://www.studentlife.utoronto.ca/as>.

Academic Integrity

Academic Integrity is a fundamental value essential to the pursuit of learning and scholarships at the University of Toronto. Participating honestly, respectfully, responsibly, and fairly in this academic community ensures that the UofT degree that you earn will continue to be valued and respected as a true signifier of a student's individual work and academic achievement. As a result, the University treats cases of academic misconduct very seriously.

The University of Toronto's Code of Behaviour on Academic Matters

<http://www.governingcouncil.utoronto.ca/policies/behaveac.htm> outlines the behaviours that constitute academic misconduct, the process for addressing academic offences, and the penalties that may be imposed. You are expected to be familiar with the contents of this document. Potential offences include, but are not limited to:

In papers and assignments:

- Using someone else's ideas or words without appropriate acknowledgement.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.
- Obtaining or providing unauthorized assistance on any assignment (this includes collaborating with others on assignments that are supposed to be completed individually).

On test and exams:

- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else's answers
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation:

- Falsifying institutional documents or grades.
- Falsifying or altering any documentation required by the University, including (but not limited to), medical notes.

All suspected cases of academic dishonesty will be investigated by the following procedures outlined in the *Code of Behaviour on Academic Matters*. If you have any question about what is or is not permitted in the course, please do not hesitate to contact the course instructor. If you have any questions about appropriate research and citation methods, you are expected to seek out additional information from the instructor or other UofT resources such as College Writing Centres or the Academic Success Centre.

Email

At times, the course instructor may decide to communicate important course information by email. As such, all UofT students are required to have a valid UTmail+ email address. You are responsible for ensuring that your UTmail+ email address is set up AND properly entered on the ROSI system. For more information please visit <http://help.ic.utoronto.ca/category/3/utmail.html>

Forwarding your utoronto.ca email to a Hotmail, Gmail, Yahoo or other type of email account is not advisable. In some cases, messages from utoronto.ca addresses sent to Hotmail, Gmail or Yahoo accounts are filtered as junk mail, which means that important messages from your course instructor may end up in your spam or junk mail folder.

Quercus and the Course Page

The online course page for this course is accessed through Quercus. To access the course page, go to q.utoronto.ca and log in using your UTORid and password. Once you have logged in, you will be at the Quercus Dashboard. On this page you will see all of the courses you are presently enrolled in. If you don't see the course listed here but you are properly registered for the course in ACORN, wait 48 hours.

Recording Lectures

Lectures and course materials prepared by the instructor are considered by the University to be an instructor's intellectual property covered by the Canadian Copyright Act. Students wishing to record a lecture or other course material in any way are required to ask the instructor's explicit permission, and may not do so unless permission is granted (note: students who have been previously granted permission to record lectures as an accommodation for a disability are, of course, excepted). This includes tape recording, filming, photographing PowerPoint slides, Quercus materials, etc.

If permission is granted by the instructor (or via Accessibility Services), it is intended for the individual student's own study purposes and does not include permission to "publish" them in anyway. It is absolutely forbidden for a student to publish an instructor's notes to a website or sell them in any other form without formal permission.

Saving Paper in Courses

"Each year at U of T, an estimated 10 million sheets of paper are used in the printing of lecture slides, tests, assignments, and other course materials in 1st and 2nd year courses alone" (Sustainability Office, University of Toronto). In order to reduce this number, we are taking part in a program called "SUS101: Saving Paper in Courses" (see <http://sustainability.utoronto.ca/projects/paper/courses/studentcourses.htm> for more information).

Please do your part in helping to conserve paper in this (and all other) courses. Consider the following ideas:

- Avoid printing electronic documents – get used to working with them from digital format (you will need to do this in your professional careers);
- Make your own notes in electronic documents (e.g. MS Word, MS Excel, Google Docs, etc.);
- If you are printing, make sure you select double-sided printing (available at all libraries);
- Take leadership and share your concerns and ideas with all of us so we can improve our practices.

Weekly Schedule:

Please note that the course schedule is subject to change in order to accommodate current events and student interests. Required preparation for each class (including readings and case studies) will be posted on the course website.

Class	Date	Topic
WEEK 1: WELCOME, COURSE OVERVIEW, BUSINESS MODELLING, NATIONAL GOVERNMENTS		
	June 26	ORIENTATION & EWHA WELCOME CEREMONY
1	June 27	Course Overview / Introduction to Understanding Global Organizations Introduction to Business Modeling / Overview of the Group Project
TRIP 1	June 28	FIELD TRIP: National Assembly of the Republic of Korea, Seodaemun Prison History museum Palace (UNESCO Heritage), Cheongwadae Sarangchae, and Han River Cruise
WEEK 2: GLOBAL TRENDS, ECONOMIC ENVIRONMENT, FOOD & BEVERAGES, ENERGY		
2	July 1	Global trends and the global macro-economic environment
3	July 2	Time for Business Modeling (group project and upcoming in-class presentations)
4	July 3	Feeding the world: the business of agriculture and food/beverage manufacturing
5	July 4	Fueling the world: the business of mining, quarrying, and extraction (oil and gas)
TRIP 2	July 4	FIELD TRIP: Korean Broadcast System (KBS), Namsa Seoul Tower, Bank of Korea Museum, and Korean non-verbal performance
WEEK 3: REAL ESTATE, TRANSPORTATION, INFORMATION AND COMMUNICATION, FINANCE		
6	July 8	Building and housing the world: the business of raw materials, construction and real estate
7	July 9	Connecting the world: the business of transportation
8	July 10	Connecting the world: the business of information and communication
9	July 11	Financing the world: role of markets and the business of finance
TRIP 3	July 12	FIELD TRIP: food and beverage manufacturing Kooksoondang Brewery and HiteJinro Co. (Hite Beer)
WEEK 4: GROUP PROJECT, COURSE WRAP-UP		
10	July 15	Group Project Presentations
TRIP 4	July 16-18	FIELD TRIP (OVERNIGHT - 2 nights): [tentative company sites/locations: Samsung Museum, Hyundai Motor Co, POSCO, and Heavy (Shipping) Industry.]
WEEK 5: FINAL TERM TEST, FAREWELL		
11	July 22	Group 1-on-1 meeting with Instructor for Group Project
12	July 23	Group Project Due (submission via Quercus)
	July 24	EWHA FAREWELL CEREMONY

Last day to drop course OR request CR/NCR without academic penalty is July 16, 2019.