

Brief Course Outline

Course Title: **Business Approaches for Emerging 21st Century Issues**

Course Number and Section

MOS

4486B 550

Instructor Name(s): Clarence Michael Borja

Instructor Email(s): cborja@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL Brightspace is the official and authoritative source of information for the course.

Course Description:

This course addresses a business environment that continues to witness radical changes due to rapid development in transportation and communication networks, innovations giving rise to new knowledge, globalization of business, multi-cultured professional ranks and career aspiration, and so on. Therefore, managers must be able to adjust to these and other new, emerging challenges

Learning Outcomes: one outcome per entry

1. Demonstrate an understanding of globalization and the national differences in political economy and their impact on business strategy.
2. Demonstrate an understanding of the issues relating to culture and ethics in international business.
3. Demonstrate an understanding of the various types of emerging market.
4. Demonstrate an understanding risk associated with entering emerging markets.
5. Demonstrate an understanding of the role of strategy in international business and entry into emerging markets.
6. Demonstrate an understanding of export, import and countertrade

Textbooks and Course Materials:

Weekly readings are comprised of journal and professional articles. They will be posted on the class Brightspace site.

Additional sources (Will be identified and supplied by the course instructor)

NO Cost for Reading Materials – All Open-source materials and readily accessible.

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Participation/Contribution/Attendance & may also include Asynchronous activities.		15
Class Discussion Leaders (with PPT optional) & other asynchronous preparatory activities may be evaluated.		25
Individual Mid-Term Paper		30
Final Group project/paper with PPT presentation		25
Peer Evaluation		5

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Monday, December 22, 2025

Huron Brief Course Outline

In-course Costs

\$000.00

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook's publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].