

Lesson Notes: Comparing Multinational Enterprises (MNEs) and Canadian Companies

***Objective:** Compare the characteristics of a multinational enterprise participating in global business with those of a Canadian company focused on domestic business activity.*

Key Concepts:

Multinational Enterprise (MNE):

Definition: A company that operates in multiple countries and adjusts its business strategies to fit the local markets.

Characteristics:

1. Diverse workforce
2. Global supply chain,
3. Cultural adaptability, and
4. Risk management strategies.

Canadian Company - Domestic Focus:

Definition: A company primarily engaged in business activities within the borders of Canada.

Characteristics:

1. Generally smaller scale,
2. Local workforce,
3. Limited international operations,
4. Reliance on domestic consumer preferences.

Comparing Organizational Structures:

Multinational Enterprises (MNEs):

- Often use a **matrix structure** that combines global and local decision-making.
- **Decentralized**, meaning decisions are made locally to adapt to different markets around the world.
- Use **cross-functional teams** to solve global problems by bringing together people from different areas of the business.

Domestic Canadian Companies:

- Typically have more **hierarchical structures** with clear levels of authority.
- **Centralized decision-making**, where decisions are made at the top and focus on the Canadian market.
- Since they operate on a smaller scale, their organizational structure is usually **simpler** and less complex.

Navigating Cultural Diversity and Regulatory Differences:

MNEs:

- Emphasis on cultural intelligence and diversity training for employees.
- Creation of global HR policies that align with local regulations.
- Utilization of local experts and cultural consultants.

Domestic Canadian Companies:

- May have a more homogenous workforce.
- Compliance with local regulations and less emphasis on global cultural nuances.

- Potential challenges when expanding globally without a diverse workforce.

Impact of Global Supply Chains on MNEs and Local Supply Chains for Canadian Companies:

MNEs:

- Global supply chains offer economies of scale and cost efficiencies.
- Increased risk due to dependence on international suppliers.
- Need for sophisticated logistics and risk management strategies.

Domestic Canadian Companies:

- Local supply chains may provide more control and quicker response times.
 - Closer relationships with suppliers, supporting local economies.
 - Potential challenges in sourcing specialized components locally.
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Lesson Notes: Changing Nature of Work in Canada

***Objective:** Analyze ways in which the workplace, occupations, the nature of work, and working conditions in Canada have changed as a result of the growth of a global economy.*

Key Concepts:

Workplace Changes:

- Introduction of remote work.
- Collaboration tools and virtual communication.
- Flexible work hours and work-life balance.

Occupational Changes:

- Growth in technology-related occupations.
- Evolving job roles due to automation.
- Increased demand for digital skills.

Nature of Work Changes:

- Rise of the gig economy and contract work.
- Emphasis on adaptability and continuous learning.
- Blurring of boundaries between traditional job roles.

Working Conditions:

- Impact of globalization on job security.
 - Outsourcing and offshoring trends.
 - Challenges related to job displacement and retraining.
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Lesson Notes: Consumer Choices and Canadian Business Decisions

Objective: *Analyze how, in an era of globalization, consumer choices and attitudes affect Canadian business decisions.*

Key Concepts:

Globalization and Consumer Choices:

- Increased access to international products and brands.
- Influence of global trends on consumer preferences.
- Impact of social media on shaping consumer attitudes.

Canadian Business Decisions:

- Importance of market research to understand global consumer trends.
 - Adaptation of products and marketing strategies to meet international demand.
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