

# **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. and reliance on domestic consumer preferences.

## Comparing Organizational Structures:

- **Multinational Enterprises (MNEs):**
  - Matrix structure is common, allowing for a balance of global and local decision-making.
  - Decentralized structure to adapt to diverse markets.
  - Cross-functional teams to address global challenges.
  
- **Domestic Canadian Companies:**
  - Hierarchical structures may be more prevalent.
  - Centralized decision-making focused on domestic operations.
  - Smaller scales may result in simpler organizational structures.

## 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.
  - Consideration of cultural nuances and values in product offerings.
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