

Making Sense of Academic Integrity: Business

Joe has an assignment in Global Business. He needs to choose a company and provide this company with recommendations on how to become a global enterprise in the form of a written report.

Question 1: Joe is confused about the assignment. Which next step should Joe take?

a) Ask his professor during lecture or office hours.

b) Ask his classmates.

Question 1 Feedback:

- a) (1 point) Yes! Other students may have similar questions. Your professor can decide what information to give students and what to explore individually.
- b) (0 points) Asking friends can lead to academic integrity problems. Decide how YOU will approach the assignment. This decision makes your assignment unique. Review the assignment description closely. Consider making checklists or bullet lists to clarify requirements.

Question 2: Joe is starting his research. Which next step should Joe take?

a) Search online for recommendations on how the company can go global.

b) Research his chosen company and industry information.

Question 2 Feedback:

- a) (0 points) It's Joe's job to make the recommendations, not find them. But how? Joe should consider course lectures. Joe needs to base recommendations on what he has learned in the course as well as additional research to understand his chosen company, its industry, and relevant markets.
- b) (1 point) Great start! If Joe doesn't understand the company or its industry, he will not be able to provide recommendations. A great place to start company and industry research is the Library Research Guide for Business. <https://researchguides.library.brocku.ca/business-home>

