BUS 200: Global Environment of Business

Fall 2018

Instructor: Vias C. Nicolaides, Ph.D.
Office: Enterprise Hall, Room 027
Phone: 703-993-1673
E-Mail: vnicolai@gmu.edu
Office Hours: Thursday 3pm – 4pm

Class Time: 1:30pm – 2:45pm
Class Days: Tuesday & Thursday
Class Location: TBA


Course Description:

This course is designed to introduce students to the ever-changing global business environment. As the world becomes increasingly interconnected, business serves as a core institution that mediates relations between individuals across national boundaries. The global environment shapes business as much as business shapes it. This course will provide an overview of the global environment of business through the study of the political economy, international institutions and theories of international trade, and cooperation around issues such as sustainability, natural resources, labor, human rights, distribution of income, and the environment. The course will address implications of each of these topics for business. This course meets the Global Understanding requirement of the Mason Core.

Course Level Learning Goals addressed in this class:

By the completion of the course, students will be able to:

1. Assess a country's prospects for global business opportunity by using appropriate analytical tools (e.g. PESTLE).
2. Evaluate global business challenges using sustainability, ethics, and social responsibility frameworks.
3. Analyze global business phenomena using concepts from global finance, international trade, and the diffusion of technology.
4. Combine knowledge of world institutions, business, nations and culture into a global perspective.
5. Apply appropriate communication skills across settings, purposes and audiences.

Global Understanding Core learning goals addressed in this class:

1. Students will demonstrate understanding of global patterns and processes.
2. Students will demonstrate understanding of the interconnectedness, difference, and diversity of a global society.
3. Students will explore individual and collective responsibilities within a global society through focusing on the unique strategies and resources business can bring to bear to address these problems and issues.

**School of Business undergraduate program learning goals** (those in **bold** will be addressed in this class):

1. Our students will be competent in their discipline.
2. Our students will be aware of the uses of technology in business.
3. **Our students will be effective communicators.**
4. **Our students will have an interdisciplinary perspective.**
5. **Our students will be knowledgeable about global business and trade.**
6. Our students will recognize the importance of ethical decisions.
7. **Our students will be knowledgeable about the legal environment of business.**
8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
9. **Our students will understand the value of diversity and the importance of managing diversity in the context of business.**
10. **Our students will be critical thinkers.**

**Approach to Learning:**

This course will rely on assigned readings, class discussions, articles, small group activities, group projects, and class presentations to facilitate learning. Students must complete all assigned reading and pre-class preparation activities to create a successful learning environment. Class time will consist primarily of discussion and small group activities with short introductory lectures.

**Grades:** Grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>93.00 – 100%</td>
</tr>
<tr>
<td>A-</td>
<td>89.50 – 92.99%</td>
</tr>
<tr>
<td>B+</td>
<td>87.00 – 89.49%</td>
</tr>
<tr>
<td>B</td>
<td>83.00 – 86.99%</td>
</tr>
<tr>
<td>B-</td>
<td>80.00 – 82.99%</td>
</tr>
<tr>
<td>C+</td>
<td>77.00 – 79.99%</td>
</tr>
<tr>
<td>C</td>
<td>73.00 – 76.99%</td>
</tr>
<tr>
<td>C-</td>
<td>70.00 – 72.99</td>
</tr>
<tr>
<td>D</td>
<td>60.00 – 69.99%</td>
</tr>
<tr>
<td>F</td>
<td>0 – 59.99%</td>
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</tbody>
</table>
Writing Guidelines:

All writing assignments should be formatted as follows: double-spaced, Times New Roman, 12-point font, and 1-inch margins. To cite and reference professional or academic sources, please use APA style. Specific instructions for in-text citations and referencing are found in the *Publication Manual of the American Psychological Association*, 6th Edition or at [http://owl.english.purdue.edu/owl/resource/560/01/](http://owl.english.purdue.edu/owl/resource/560/01/).

To help manage citations and seamlessly create reference lists, Mason supports free software called Zotero at [https://www.zotero.org/](https://www.zotero.org/). This program offers: centralized bibliography management, ability to sync across computers, ability for teams to combine contributions to the references, and word plug-in that allows citation management within MS word. George Mason University has a writing center that can help you improve your English writing skills. More information is available at [http://writingcenter.gmu.edu/](http://writingcenter.gmu.edu/)

Business Library Liaison Information:

Jo Ann J. Henson, MLIS  Business and Economics Liaison Librarian
Fenwick Library Fairfax Campus:  [http://infoguides.gmu.edu/business](http://infoguides.gmu.edu/business)

Course communications:

University rules preclude instructors from communicating with students through private email addresses. As such, all communications will take place through Blackboard or Mason email addresses.

Disability Services:

Students with disabilities who require academic accommodations, should contact the Office of Disability Services (ODS) at 703-993-2474. All academic accommodations must be arranged in advance through the ODS. Please take care of this during the first two weeks of the semester. More information about ODS is available at [http://www.gmu.edu/student/drc](http://www.gmu.edu/student/drc).

Religion:

Students who will miss class for religious reasons should inform their instructor of anticipated absences as soon as possible.

Counseling Center:

George Mason University has a counseling center that can provide assistance for students who find themselves overwhelmed by life, want training in academic or life skills, or the like. More information is available at [http://www.gmu.edu/departments/csd/](http://www.gmu.edu/departments/csd/).
Inclement weather and campus emergencies:

Information regarding weather-related changes in the University’s schedule (e.g., closing or late opening) will be provided on the GMU website and via MasonAlert. Students can sign up for the Mason Alert system to provide emergency information of various sorts at https://alert.gmu.edu. An emergency poster in each classroom explains what to do in the event of crises and that further information about emergency procedures exists on http://www.gmu.edu/service/cert.

Assignments:

Exams. Students will complete four exams (including a final exam). Each exam will be cumulative. Exams will consist of multiple choice and possibly short-answer and essay questions. Exams will cover all assigned material including readings, class discussions, videos, and other media. At the end of the semester, I will drop the lowest exam grade and retain your grade from the remaining three exams.

In-class group activities. Students will engage in frequent small group activities during class time. Participation in these activities will contribute to a student’s overall participation grade.

Final group project and presentation. Details about the format for the project submission and the presentation will be distributed after Week 3. Students will work in groups to identify a business opportunity for a US or Korean business in a foreign market where they are not already present. Student groups will analyze the market opportunity, and develop a strategy for the company to expand into the foreign market. Each group will present its proposal to the class. Details about the format for the project submission and the presentation will be distributed in class.

Article Reflections. Students will be asked to write two (2) 250-300 word article reflections over the course of the semester. After the instructor has posted articles on BB, students will read and comment on at least two article entries. Comment blogs must be substantive and at least 100 words. Comment blogs may include questions, requests for clarifications or ideas that build on the original blog post. (Students are of course welcome to read more than two blogs!).

Assessments:

- Exams (3 out of 4; 100 points each): 300 points
- Article Reflections (2 x 25): 50 points
- Final Group Project Paper: 100 points
- Final Project Presentation: 50 points
- Attendance and in-class discussion and activity participation: 50 points
School of Business Standards of Behavior:

The mission of the School of Business at George Mason University is to create and deliver high-quality educational programs and research. Students, faculty, staff, and alumni who participate in these educational programs contribute to the well-being of society. High-quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following standards of behavior:

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence. The School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business. Through personal commitment to these Community Standards of Behavior, community members can create an environment in which all can achieve their full potential.

Honor Code Statement:

Honor System and Code: The Honor System and Code adopted by George Mason University will be enforced for this class: [https://oai.gmu.edu/the-mason-honor-code/](https://oai.gmu.edu/the-mason-honor-code/). You will sign a statement on the second day of class certifying that you have read the Code, have asked any questions, and have a complete understanding of all elements of the Code.

In all written assignments, keep in mind that you may not present as your own the words the work or the opinions of someone else without proper acknowledgement. You also may not borrow the sequence of ideas, the arrangement of material, or the pattern of thought of someone else without proper acknowledgement. Please note: Faculty are obligated, without exception, to submit any Honor Code violations or suspected violations to the Honor Committee.

<table>
<thead>
<tr>
<th>School of Business Recommendations for Honor Code Violations</th>
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<tbody>
<tr>
<td>Approved May 2016</td>
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<tr>
<td>UG-Freshman Students</td>
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<tr>
<td><strong>Type of Violation</strong></td>
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### School of Business Recommendations for Honor Code Violations

*Approved May 2016*

**UG-Non Freshman Students (including transfer students)**

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<tr>
<th>Type of Violation</th>
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</tr>
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<td>Plagiarism</td>
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<td>1. Failure to cite/attribute sources</td>
<td>A 10% reduction in the final course grade; referral to the Writing Center; and Academic Integrity Seminar completion</td>
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<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
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<td>Cheating</td>
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<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
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<td>Lying (e.g., providing fraudulent excuse documents, falsifying data)</td>
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<td>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
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**Cheating**

1. On a minor assignment (e.g., homework, quizzes) | An F in the class; and Academic Integrity Seminar completion | An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion |

2. Cheating on a major assignment or exam, submitting coursework from another course as original work | An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension | An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion |

**Lying (e.g., providing fraudulent excuse documents, falsifying data)** | An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension | An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion |

**Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)** | An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one year suspension | An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion |

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**BUS 200 Tentative Topics**

- The Business Enterprise
- Globalization and the Business Environment
- Culture and Societies
- The Global Economic Environment
- Ecology and Climate Change
- Building Sustainable Business
- The Political Environment
- The Legal Environment
- International Trade and Globalization
- Global Finance
- Technology and Innovation
- Global Challenges