BUS 200 Online: Global Environment of Business

Mason Korea

Professor: Dr. Laura D’Antonio
E-mail: L.dantoni@GMU.edu (preferred method of contact)
Phone: 949-375-3771
Office: Enterprise Hall 032
Office Hours: Skype or WhatsApp calling available during business hours or by appointment. Remember that Korea is one day and two hours ahead of Fairfax, VA

Class Times and Locations: Online course weeks runs Monday AM – Sunday PM Local (Korea) times and dates

Required Text:

Prerequisites: None

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. Evaluate global challenges using sustainability, ethics and corporate social responsibility frameworks.
2. Explain global phenomena in terms of concepts from global finance, international trade, and theories behind diffusion of technology and innovation.
3. Apply an analytical framework (e.g. PESTLE) to a foreign market.
4. Synthesize knowledge of business, nations and culture into a global perspective.

Global Understanding Core learning goals addressed in this class:
This course meets the requirements of the Mason Global Core requirement.

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:

1. Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of
   business and will be able to reflect on the role of the individual in business.
2. Our students will demonstrate an understanding of and the ability to apply knowledge of
   professional skills necessary for success in business including effective business writing.
3. Our students will demonstrate technical and analytic skills appropriate for success in business.
4. Our students will demonstrate an understanding of and the ability to apply knowledge of core
   business disciplines including accounting, finance, information systems, management, marketing,
   and operations management.
5. Our students will demonstrate knowledge and skills appropriate for specialization in their majors.
6. Our students will demonstrate an understanding of how research in the business disciplines
   contributes to knowledge and how such research is conducted.

Approach to Learning:
This course will rely on assigned readings, recorded lectures, discussion forums, group and individual
projects, quizzes, assignments and exams to facilitate learning.

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>
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<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>

Late Work Policy:
Late work is not generally accepted in this class. No credit will be given for late assignments, quizzes,
exams or discussion forums.

Writing Guidelines:
All writing assignments should be formatted as follows: double-spaced, Times New Roman or Arial, 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/.

To help manage citations and seamlessly create reference lists, Mason supports free software called Zotero at 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/

Business Library Liaison Information:

Jo Ann J. Henson, MLIS Business and Economics Liaison Librarian
Fenwick Library Fairfax Campus: 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.

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/c.

Technology Requirements:

All students are expected to be able to comply with technology requirements for on-schedule completion of the course material. The technology requirements may be found at the following link: https://masononline.gmu.edu/what-technologies-do-i-need/

Note to Students: If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types.

GMU Add/Drop Policy:
The last day to drop this class without any penalty is provided on the GMU academic calendar page http://registrar.gmu.edu/calendar/. It is the student’s responsibility to check to verify that they are properly enrolled as no credit will be awarded to students who are not.

**Student Privacy Policy:**

George Mason University strives to fully comply with FERPA by protecting the privacy of student records and judiciously evaluating requests for release of information from those records. Please see George Mason University’s student privacy policy https://registrar.gmu.edu/students/privacy/.

**Assignments:**

*Listening Comprehension Exercises:* Each week students will watch one or more recorded lectures. Students will then complete a listening comprehension exercise worth five points. The listening comprehension exercises may be T/F or matching questions, matching exercises or worksheets. Listening comprehension exercises are due Wednesday PM of each week.

*Discussion Forums:* Each week students will participate in a discussion forum unless otherwise indicated. Participation in each forum consists of three posts. Primary posts are due Thursday PM, response posts are due Saturday PM.

*Exams.* Students will complete two progress exams (weeks 5 & 12) and a cumulative final exam (final exam week). Exams will consist of multiple choice, short-answer and essay questions. Exams will cover all assigned material including readings, discussion forums, videos, and other media.

*Weekly Quizzes.* Students will complete a quick comprehension chapter quiz on Blackboard reading each assigned chapter and case in the textbook. Each quiz will consist of 20 multiple choice questions. Students will have two attempts at each quiz and the highest score will count. There is a 45-minute time limit on quizzes. Once begun, an attempt must be submitted within 45 minutes. Quizzes will be due at the end of each week (Sunday PM).

*Group Project.* Working in groups, students will first conduct a PESTLE analysis on two different national markets as potential expansion markets for an assigned US or Korean company. Using Collaborate Ultra, students will present and debate the strengths and weaknesses of each market in addition to preparing a paper.

*Individual Sustainability Project.* Students will write a short paper about sustainable business practices. Additional details will be provided in week 13.

*Study Guide Creation.* Each student will create and present a short study guide for an assigned chapter of the textbook. Additional details will be provided in week 15.

**Assessments:**

There are 1000 total points available in this course distributed as follows:

- 12% - Weekly quizzes in blackboard (12 @ 10 points = 120)
- 12% - Weekly Discussion Forums (12 @ 10 points = 120)
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: [http://oai.gmu.edu/the-mason-honor-code/](http://oai.gmu.edu/the-mason-honor-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.

**COPYING AND PASTING FROM THE INTERNET IS AN HONOR CODE VIOLATION AND SUBJECT TO THE SANCTIONS OUTLINED BELOW. THIS RULE WILL BE STRICTLY ENFORCED FOR BOTH INDIVIDUAL AND GROUP WORK.**

<table>
<thead>
<tr>
<th>School of Business Recommendations for Honor Code Violations</th>
<th>Approved May 2016</th>
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</thead>
<tbody>
<tr>
<td><strong>UG-Freshman Students</strong></td>
<td></td>
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<tr>
<td><strong>Type of Violation</strong></td>
<td>First Offense</td>
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<tr>
<td>Plagiarism</td>
<td></td>
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<tr>
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<td>First Offense</td>
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<tr>
<td>-------------------</td>
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</tr>
<tr>
<td>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>
</tr>
<tr>
<td>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>
</tr>
<tr>
<td>Cheating</td>
<td></td>
</tr>
<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>A 10% reduction in the final course grade; and Academic Integrity Seminar completion</td>
</tr>
<tr>
<td>2. Cheating on a major assignment or exam, submitting coursework from another course as original work</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
</tr>
<tr>
<td>Lying (e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
</tr>
<tr>
<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>
</tr>
</tbody>
</table>

School of Business Recommendations for Honor Code Violations

Approved May 2016

UG-Non Freshman Students (including transfer students)

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plagiarism</td>
<td></td>
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</tr>
<tr>
<td>1. Failure to cite/attribute sources</td>
<td>An F in the class; referral to Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
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<tr>
<td>Cheating</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
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</tbody>
</table>
2. Cheating on a major assignment or exam, submitting course work from another course as original work  
   An F in the class; and Academic Integrity Seminar completion  
   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  
   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 Online**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading assignment</th>
<th>Assignment due</th>
</tr>
</thead>
</table>
| 1    | Introduction to class and classmates | Chapter 1 Morrison | LCE due Wed  
DQ due Thurs/Sat  
Quiz due Sunday |
|      | The Business Enterprise Intro to PEST analysis | | |
| 2    | Globalization and the Business Environment | Chapter 2 Morrison | LCE due Wed  
DQ due Thurs/Sat  
Quiz due Sunday |
| 3    | Culture and Societies | Chapter 3 Morrison | LCE due Wed  
DQ due Thurs/Sat  
Quiz due Sunday |
| 4 | The Global Economic Environment | Chapter 4 Morrison | LCE due Wed  
DQ due Thurs/Sat  
Quiz due Sunday |
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<tbody>
<tr>
<td>5</td>
<td>Progress Exam 1</td>
<td>Review Chapters 1-4</td>
<td>Two-part exam (multiple choice and short answers) begin and end on Sunday.</td>
</tr>
</tbody>
</table>
| 6 | Political Environment | Chapter 5 Morrison | LCE due Wed  
DQ due Thurs/Sat  
Quiz due Sunday |
| 7 | Legal Environment | Chapter 6 Morrison | LCE due Wed  
DQ due Thurs/Sat  
Quiz due Sunday |
| 8 | Group Project | See Blackboard for Detailed Instructions | Draft due Wednesday, Debate due Friday, Paper due Sunday |
| 9 | International Trade and Globalization | Chapter 7 Morrison | LCE due Wed  
DQ due Thurs/Sat  
Quiz due Sunday |
| 10 | Global Finance | Chapter 8 Morrison | LCE due Wed  
DQ due Thurs/Sat  
Quiz due Sunday |
| 11 | Technology and Innovation | Chapter 9 Morrison | LCE due Wed  
DQ due Thurs/Sat  
Quiz due Sunday |
<p>| 12 | Progress Exam 2 | Review Chapters 5-9 | Two-part exam (multiple choice and short answers) begin and end on Sunday. |</p>
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Read</th>
<th>Skim</th>
<th>Skip</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>4-15, 24-31, 34-35</td>
<td>15-23</td>
<td></td>
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<tr>
<td>2</td>
<td>Whole Chapter</td>
<td></td>
<td></td>
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<tr>
<td>11</td>
<td>378-388, 394-396</td>
<td>388-394, 396-406, 410-411</td>
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<tr>
<td>10</td>
<td>342-348, 357-370, 373-374</td>
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<td>3</td>
<td>76-92, 98-108</td>
<td>92-97</td>
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<td>4</td>
<td>115-121, 132-151, 148-149, 153-154</td>
<td>121-132, 166-168, 172-191</td>
<td>141-147</td>
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<td>158-165, 169-172</td>
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<td>198-209</td>
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<td>7</td>
<td>234-254, 263-265, 269-269</td>
<td>254-262</td>
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<td>8</td>
<td>273-278, 297-302, 305-306</td>
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<tr>
<td>9</td>
<td>Whole Chapter</td>
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<tr>
<td>12</td>
<td>Whole Chapter</td>
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