GEORGE MASON UNIVERSITY | School of Business

BUS 200 Online: Global Environment of Business

Professor:	Dr. Laura D'Antonio
E-mail:	Ldantoni@GMU.edu (preferred method of contact)
Phone:	949-375-3771
Office:	Enterprise Hall 032
Office Hours:	MW 12-2, TR 10-12, or by appointment. Online chat session or phone by appointment.
Class Times and Locations:	**Online course runs Monday AM – Sunday PM**
Required Texts:	1. *The Global Business Environment, 4th Ed. Janet Morrison, ISBN 978-1-137-48374-4* 2. *Cradle to Cradle: Michael Braungart and William McDonough*

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 (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, discussion forums, group activities, group and individual projects, quizzes, assignments and exams to facilitate learning.

Grades: Grades will be assigned as follows:

A	93.00 – 100%
A-	89.50 – 92.99%
B+	87.00 – 89.49%
B	83.00 – 86.99%
B-	80.00 – 82.99%
C+	77.00 – 79.99%
C	73.00 – 76.99%
C-	70.00 – 72.99
D	60.00 – 69.99%
F	0 – 59.99%

Late Work Policy:

Late work is not generally accepted in this class. Not credit will be given for late assignments.

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/csdc/

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:

Discussion Forums: Each week students will participate in two discussion forums unless otherwise indicated. Participation in each forum consists of three posts (a total of six posts per week). All three posts for forum one are due Wednesday PM. All posts for forum two are due Sunday PM.

Exams. Students will complete a timed midterm and final exam. Each exam will be cumulative. 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 one attempt at each quiz. There is a 30 minute time limit on quizzes. Quizzes will be due at the end of each week (Sunday PM).

The C2C Wiki. In week five, Students will be assigned to groups. Each group will be assigned a chapter from Cradle to Cradle. Students will work together to contribute to a group wiki using information from their assigned C2C chapter. Students must contribute at least 10% to the content of the Wiki for credit on this assignment.

The C2C Essay. Students will have 30 minutes to write a short essay on a topic involving Cradle to Cradle.

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 company.

Using Collaborate Ultra, students will present and debate the strengths and weaknesses of each market. Students will combine their findings into a group paper.

Assessments:

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

- 13% - Weekly quizzes in blackboard (13 @ 10 points = 130)
- 22% - Weekly Discussion Forums (22 @ 10 points = 220)
- 5% - C2C Timed Essay (50 points)
- 15% - Midterm (150 points)
- 20% - Final Exam (200 points)
- 10% - Group Debate (100 points)
- 10% - Final Paper (100 points)
- 5% - C2C Wiki (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: 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.

School of Business Recommendations for Honor Code Violations *Approved May 2016*		
UG-Freshman Students		
Type of Violation	**First Offense**	**Second Offense**
Plagiarism 1. Failure to cite/attribute sources	A 10% reduction in the final course grade; referral to the Writing Center; and Academic Integrity Seminar completion	An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion
2. Representing someone else's work as the student's own (e.g., copying and pasting)	An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion	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
Cheating 1. On a minor assignment (e.g., homework, quizzes)	A 10% reduction in the final course grade; 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
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	
Lying (e.g., providing fraudulent excuse documents, falsifying data)	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
Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about	An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension	An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion

academic performance, false identification or posing as another, in person or online)		

School of Business Recommendations for Honor Code Violations *Approved May 2016*		
UG-Non Freshman Students (including transfer students)		
Type of Violation	**First Offense**	**Second Offense**
Plagiarism 1. Failure to cite/attribute sources 2. Representing someone else's work as the student's own (e.g., copying and pasting)	An F in the class; referral to Writing Center; and Academic Integrity Seminar completion	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
Cheating 1. On a minor assignment (e.g., homework, quizzes) 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, 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

BUS 200 Online

Week	Topic	Reading assignment	Assignment due
1	Introduction to class and classmates The Business Enterprise Intro to PEST analysis	Chapter 1 Morrison	DQ 1&2 due Wed/Sun Quiz 1 due Sunday
2	Globalization and the Business Environment	Chapter 2 Morrison	DQ 1&2 due Wed/Sun Quiz 2 due Sunday
3	Global corporate social responsibility (CSR) and ethics	Chapter 11 Morrison	DQ 1&2 due Wed/Sun Quiz 3 due Sunday
4	Ecology and Climate Change	Chapter 10 Morrison Cradle to Cradle (Chapts 1-4)	DQ 1&2 due Wed/Sun Quiz 4 due Sunday Begin C2C Wiki
5	Building Sustainable Business	Cradle to Cradle (Chapt 5-end)	DQ 1 due Wednesday Timed essay due Sunday C2C Wiki due Sunday Quiz 5 due Sunday
6	Culture and Societies	Chapter 3 Morrison	DQ 1&2 due Wed/Sun Quiz 6 due Sunday

7	The Global Economic Environment.	Chapter 4 Morrison	DQ 1&2 due Wed/Sun Quiz 7 due Sunday
8	**Midterm Exam**	Chapters 1, 2, 10, 11, 3, 4 Morrison, Cradle to Cradle	Midterm Exam: due Sunday PM – three sections
9	Political Environment	Chapter 5 Morrison	DQ 1&2 due Wed/Sun Quiz 8 due Sunday Group projects assigned
10	Legal Environment	Chapter 6 Morrison	DQ 1&2 due Wed/Sun Quiz 9 due Sunday Team Agreement due Tuesday
11	International Trade and Globalization	Chapter 7 Morrison	Quiz 10 due Sunday DQ 1 due Wednesday Group Debate due Sunday
12	Global Finance	Chapter 8 Morrison	DQ 1&2 due Wed/Sun Quiz 11 due Sunday Complete project draft due Sunday PM
13	Technology and Innovation	Chapter 9 Morrison	DQ 1&2 due Wed/Sun Quiz 12 due Sunday Final paper due Sunday
14	Global Challenges	Chapter 12 Morrison	DQ 1&2 due Wed/Sun Quiz 13 due Sunday

15	Course wrap up and review	Review all course material	DQ 1&2 due Wed/Sun Final exam due Sunday

Chapter reading grid:

Chapter	Read	Skim	Skip
1	4-15, 24-31, 34-35	15-23	
2	Whole Chapter		
11	378-388, 394-396	388-394, 396-406, 410-411	
10	342-348, 357-370, 373-374		
3	76-92, 98-108		92-97
4	115-121, 132-151, 148-149, 153-154	121-132, 166-168, 172-191	141-147
5	158-165, 169-172	166-168, 172-191	
6	198-209	210-221	209-210, 222-224
7	234-254, 263-265, 269-269	254-262	
8	273-278, 297-302, 305-306	278-296	
9	Whole Chapter		
12	Whole Chapter		