

GBUS 3200-GLOBAL ENVIRONMENTS OF BUSINESS
Asynchronous Online Class

Instructor:

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Office hours: M-F 0900h-1700h PT

Course Description and Objectives:

Rapid globalization is "blurring" traditional borders of nations, time, and space, and challenging traditional assumptions about how to manage people and organizations. This course introduces the major factors (legal/political, economic, competitive, socio-cultural, technological, and natural) in the global environment and examines their individual and interrelated effects on organizational and managerial practices. The course provides a framework for understanding organizational action within an increasingly global environment. Students will examine growing worldwide interconnections to gauge the impact of globalization on managing organizations and people worldwide.

Learning outcomes:

Upon the successful completion of this course, students will be able to:

1. Describe the factors that have led to the growth of business around the world, including the globalization of markets and production;
2. Examine the differences in political and economic systems and cultures among the nations engaged in trade on a global basis;
3. Describe the development of market economies globally;
4. Explain how managing a global business differs from managing a domestic business, and the additional skills and knowledge that business managers must possess to be successful in international endeavors;
5. Describe the reduction of barriers to trade and the major technological changes that have allowed for the growth of the global economy;
6. Recognize the economic theories of international trade, including unrestricted free trade on the one hand, and protectionist trade policies on the other;
7. Describe the economic theories of foreign direct investment, the various economic structures for making such investments and the advantages and disadvantages for such structures.

Required Text and readings:

International Business 8/E by Ricky W. Griffin & Mike W. Pustay, ISBN-10: 0133506290, ISBN-13: 9780133506297. Prentice Hall, Copyright: 2015. Supplemental Cases and Materials ("SC") must be accessed in CANVAS. These materials are **REQUIRED** reading for the class. You will need a copy of the textbook for the class; do not wait till the class starts to get one. If you get the text early, you will have an excellent chance of spending very little on a second hand copy. Students will also be assigned relevant articles in daily/weekly newspapers/magazines such as *Wall Street Journal*, *New York Times*, *Business Week*, *Economist*.

Students are expected to read the assigned chapters and SC materials and to conduct research into specific cases assigned so that they are prepared to discuss, in groups online, as well as individually, how the additional materials further describe the topic being covered. Students will also prepare case summaries for posting in the Discussion tabs.

Assignments and Grades

The *Assignments and Grades* for this class are as follows:

Assignments	% of grade	Tentative Grade Scale
Participation and peer evaluation	35%	A to A- = 100% to 90%
Mid course Update and Report Outline	5%	B+ to B- = 89.9% to 80%
Country and Business Opportunity Report	25%	C+ to C- = 79.9% to 70%
Mid term exam	10%	D+ to D- = 69.9% to 60%
Final Exam	25%	F = Below 60%
Total	100%	

Course Expectations for Online Learning

The course is designed to provide students with a full learning experience, together with high student to student interactions, as well as instructor-student engagement. Students new to online learning are often surprised by the depth and rigor of online courses; students should expect to spend as much time on this online class as they would have spent on lectures, class meetings, project meetings and other assignments, in a face to face class format.

This online class is NOT a self-paced, independent study course; it is designed, on a week by week basis, towards achieving the Course Outcomes stated in this Syllabus. There are due dates for all assignments in the class. Students will find that they will need to exercise professionalism and be more organized and purposeful in time management than when attending traditional face-to-face courses.

Student Conduct

All students are expected to comply with SU's Code Of Student Conduct.

(https://www.seattleu.edu/media/dean-of-students/files/policies/Code_2020_21_FINAL.pdf)

Participation in the Discussion threads:

The grade for participation will be based on your *individual* online contributions and general course involvement and attitude. Participation should be "thoughtful"; students should be well prepared, having read the assigned chapters and any other materials, such as case summaries and course site materials, so you can actively engage in discussions with your classmates online. Students should also demonstrate a desire to understand the contributions and ideas of their fellow classmates. You will need to work with your team mates in your group to post Group summaries to discussions. Students will prepare and post discussions on specific topics in each session on the CANVAS course site.

Country and Business Opportunity Report:

Students will be assigned a specific location and business/industry and will be completing a research and business opportunity report for this class. Details will be available on Canvas.

Mid term and Final Exams:

Both exams will be administered online and students will self schedule time during a 24 hour time period to write them. Details will be available on Canvas.

Submission times:

All assignments, postings and submissions must be submitted by 2359h PT on the due date. For any delay in turning in any assignment, there will be a 50% deduction in the grade for that assignment. No exceptions are made except in cases of any emergency or illness of the student or their family, substantiated by documentation submitted prior to the relevant due dates.

Virtual meetings:

There may be occasions when students may be required to participate online in a virtual meeting. If this is required, details will be posted on Canvas.

Required Equipment and internet access

This course will use multimedia, students will need access to an up-to-date laptop or mobile device that is capable of playing videos, recording videos and using a camera. If your computer is capable of playing multimedia but doesn't have a webcam, you may be able to use your mobile device to record and upload videos and other media. It is essential that students have a reliable broadband network connection available during the course. We recommend cable broadband, DSL, or for mobile devices, availability of LTE.

It is **your** responsibility to make sure you have both the required equipment and the necessary internet access in order to take this class. If you need assistance for this, the Library is able loan out both mobile devices with unlimited high-speed data, and Chromebook laptops capable of running Zoom, Canvas, and connecting to the campus virtual lab computers. If you are interested in learning more about the program please contact library@seattleu.edu with your name and contact information, and the subject line "Internet Access."

Note for students who will be outside the USA

It is critical that you have reliable Internet access at all times. If you are traveling outside the United States, some content in this course may be blocked. There are reports from around the world that indicate that various governments restrict the use of Virtual Private Networks (VPNs) that have previously given students access to course materials that would otherwise be blocked. If you are traveling to certain countries, you will probably experience similar restrictions. You should also make arrangements to get a copy of the textbook as soon as possible.

Please [contact me immediately](#) to let me know if you will be outside of the USA at any time during the quarter.

Academic Resources:

Class Library guide (<https://seattleu.instructure.com/courses/1585496/modules/items/16737606>)

Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>)

(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)

Academic Policies on Registrar website

(<https://www.seattleu.edu/redhawk-axis/academic-policies/>) Some examples include:

- Academic Integrity Policy
- Academic Grading Grievance Policy

Notice for students concerning Disabilities

If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in **Loyola 100, (206) 296-5740**. Disability-based adjustments to course expectations can be arranged only through this process.

Office of Institutional Equity

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University's Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity

(email: ojie@seattleu.edu; phone: + 1 206 296 2824) University Resources and Policies

Contact details:

Please email me if you have any questions regarding course content or other questions about the class at: brosnant@seattleu.edu. Make sure that in your "subject" line, you insert the class details (GBUS 3200) and your name, as messages without this subject line may be deleted and treated as junk mail.

Extra Help:

Please feel free to contact me for additional help. The best way to reach me is to email me and I will respond within one working day, although typically, I can usually get back to you much sooner. The class may decide whether to have a weekly virtual office hour, and if the class decides to do so, details of the schedule will be available on Canvas. You will also be able to schedule a virtual meeting during my office hours. You should assume that I am unavailable over weekends, so if it takes me a little longer to respond, please be patient.

ASYNCHRONOUS ONLINE COURSE SCHEDULE WINTER QUARTER 2021

SESSION	TOPICS AND ASSIGNMENTS	READINGS
1 Jan 5 - 11	Overview	Chapter 1
2 Jan 12 – 19	Global Marketplaces & Business Centers (MLK Day observed)	Chapter 2
3 Jan 19-25	Role of culture	Chapter 4
4 Jan 26 – Feb 1	Legal, Technological, Accounting & Political Environments	Chapter 3
5 Feb 2 - 8	Ethics and Social Responsibility	Chapter 5
6 Feb 9 – 16 (President's Day)	Mid course update and Report Outline – Due by 2359h Feb 13 Mid term exam – Feb 16 - Max 50 minutes Possible mid course virtual meeting	
7 Feb 16 - 22	International Trade & Investment	Chapter 6
8 Feb 23 – Mar 1	National Trade Policies	Chapter 9
9 Mar 2 - 8	International Cooperation Among Nations	Chapter 10
10 Mar 9 - 15	Final exam review: Optional Virtual meeting March 9 Country and Business Opportunity Report: Due by 2359h PST on Mar 13	
Finals week	Final exam – March 16	