Course Title: Managing in a Global Economy
Course Number: MBUS305
Course Description: Managing in a Global Economy presents a multidisciplinary approach to global economy from viewpoint of managing international business. The course introduces unique aspects of managing in global economy including global issues, cross-cultural issues, theory and political economy of international trade and foreign direct investment, global monetary system, and strategy of international business.
Instructor: Constant Cheng
Contact information:
University: ccheng5@gmu.edu
Course Website: courses.gmu.edu, then choose the course once you log in
Section, and Format: Section 42232; Course starts on May 16 and finishes on June 17 in distance learning mode via the Blackboard
Course Prerequisites

Prior to beginning courses in the minor program, students must have completed 30 credit hours (sophomore standing).

Course Materials

The recommended text for the course is Global Business, 3rd edition, by Mike W. Peng, South-Western, Cengage Learning, year 2014. The ebook version is available at website, such as, Amazon. See this link for example: http://www.amazon.com/Global-Business-Mike-W-Peng-ebook/dp/B00B7LQBNG

The summer session is intense and moves very quickly, it is imperative that you read the required readings, complete the assignments and participate in the discussions on a timely basis.

Course syllabus, readings and other class materials will be available through the class website. Go to http://courses.gmu.edu, input your Mason email ID and password in the login section to get access to the MSOM 305 blackboard.

Course and learning objectives

This course is an elective within the Minor in Business or for any non-business student. It will also satisfy the University’s Global Understanding General Education requirement, and as such it may be taken by School of Management (SOM) majors.

The overall goal of the course is to give you an understanding of the environments and functions of business in a global setting. Special emphasis is given to the cultural issues encountered in conducting international business and to current issues of globalization.

Upon completing this course you should understand:

- The importance of understanding international business environments which include economic, physical, legal, political and cultural forces.
- The reasons for the globalization of the economy and its impact on international business strategy.
- The development of regional economies and major emerging markets.
- The impact of culture on international business practices.
- The impact of currency fluctuation, government economic development and trade promotion policies, tariff and non-tariff barriers on international trade and investment
- The international market entry strategic options, import-export logistics and payment options, and international competitive strategies.
- The basic concepts in international marketing, organizational design and international human resource management, and foreign exchange risk management.
Delivery Format. During the summer session, the class is delivered entirely online via the Blackboard. All announcements, assignment submissions, taking exams, grades, discussions, and other assessments are all done through the Blackboard. There are specific due dates and deadlines that you must adhere too. See the Schedule at the end of this syllabus for specific details. For other inquiries and emergencies, please contact me via my email at ccheng5@gmu.edu.

Your learning will be evaluated in several different ways:

- **Examinations.** There will be one final comprehensive exam.
- **Individual Assignments.** There will be four individual assignments.
- **Module Discussion.** There will be three major discussions.

Grades

You can earn up to 1000 points for this course. Your grade will be determined by the points that you earn. Points may be earned as follows:

<table>
<thead>
<tr>
<th>Final Exam</th>
<th>300 points</th>
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<tbody>
<tr>
<td>Total points from Examinations</td>
<td>300 points</td>
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</table>

**Individual Assignments:**
- GlaxoSmithKline in China 100 points
- Geely’s Acquisition of Volvo 100 points
- Mahindra & Mahindra in S. Africa 100 points
- Sino Iron: Engaging Stakeholders in Australia 100 points

<table>
<thead>
<tr>
<th>Discussions:</th>
<th>400 points</th>
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<tbody>
<tr>
<td>Each module discussion is worth 30 points x 3 modules</td>
<td>300 points</td>
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POINTS TO BE EARNED 1000 points

Your final grade for the course will depend on the total points you earn by the end of the term:

<table>
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<tr>
<th>Percentage</th>
<th>Letter Grade</th>
<th>Grade Points</th>
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<tbody>
<tr>
<td>940 – 1000 points</td>
<td>A</td>
<td>4.0</td>
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<tr>
<td>900 – 939 points</td>
<td>A-</td>
<td>3.7</td>
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<tr>
<td>870 – 899 points</td>
<td>B+</td>
<td>3.3</td>
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<tr>
<td>840 – 869 points</td>
<td>B</td>
<td>3.0</td>
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<tr>
<td>800 – 839 points</td>
<td>B-</td>
<td>2.7</td>
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<tr>
<td>770 – 799 points</td>
<td>C+</td>
<td>2.3</td>
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<tr>
<td>730 – 769 points</td>
<td>C</td>
<td>2.0</td>
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<tr>
<td>700 – 729 points</td>
<td>C-</td>
<td>1.7</td>
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<tr>
<td>600 – 699 points</td>
<td>D</td>
<td>1.0</td>
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<tr>
<td>Below 600 points</td>
<td>F</td>
<td>0.0</td>
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Examinations
You will take one comprehensive final examination. The final exam will consist of multiple choice questions. The exams will cover the textbook materials, reading materials, and all other course materials.

The final exam will have restricted time limit. Make sure all your electronic and computer devices are fully operational beforehand. Also, make sure that you will not be interrupted during the entire exam. Once you start the exam, the time of the exam will start and finish automatically by a designated time. You will have only One Attempt for the exam.

Consistent with University policy, only provable and documented absences due to personal illness or family emergencies constitute acceptable absences for missing exams. Preplanned weddings, vacations and deep-discount airfares are not acceptable excuses for missing exams or taking exams outside the university’s official final exam schedule. There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class.

Individual Assignments and Integrity Pledge
Preferably in the first week of the class, but latest by Wednesday May 25, 5 pm, you will need to sign the Pledge before completing Module 1. This can be done by simply copy this pledge:

"I hereby pledge that every assessment for this course – assignment, examination, discussion posting or any submissions thereof - for which I will indicate responsibility, will be my own work, prepared specifically by me for this class. Any assistance I receive in the preparation will be properly acknowledged within the assignment, in accordance with academic standards for full and complete citation of sources."

And then sign your name afterwards in the space provided on the Blackboard for “Integrity Pledge”.

There are four individual assignments that you will post in Assignments. There are instructions showing you how to purchase your cases materials, guidelines for the assignments, and the due dates for assignments. See the directions posted in each of the assignments under “Assignment” on the Blackboard.

For each assignment, you will also need to first submit your assignment to “SafeAssign”, available on the Blackboard and obtain a “SafeAssign” report and then submit it along with the assignment. See the directions posted on the Blackboard on how to submit to “SafeAssign” and meet the “integrity pledge” requirements.
Written materials
All written assignments should be checked for grammar and spelling, typed and well presented. Work should have a title for the report, course name and number, and the student’s name. In the body of the paper, be concise to the point, use subheadings if necessary, use shorter paragraphs, and find ways to facilitate comprehension and reading. **All written assignments must be submitted in electronic format (Microsoft word documents, NOT in PDF format). References are to be in APA format. The recommended font is Times Roman Size 12.**

Participating in Discussions
Discussion participation is very important and it is one of the most valuable aspect of online learning. It is one of the aspects that separates a good online class from a "correspondence course" where you simply submit assignments to an instructor and get a grade back.

Discussion participation is a way online students can participate in give-and-take discussion with your classmates. Discussions also provide a way for online students to get my view on the course material in a way that grading your assignments does not offer.

Discussions are designed in such a way so you can demonstrate your knowledge of the assigned readings and textbook materials, and your ability to share this knowledge in a meaningful way. The Discussions are a place where you can share your reactions to the topics and readings. Your experience provides a valuable filter through which the information in the readings takes on a new life.

Guidelines will be posted for each discussion. For the summer session, there will be one major discussion per module. Your responsibility is to contribute to the discussion based on the guidelines and your will be graded based on the quality of your active participation. Your participation must be completed based on the deadline for each discussion.

Specific responsibilities
To meet the course objectives, you should adhere to the schedule of the syllabus and use the textbook, suggested readings, online research and other materials to complete the assignments. Emphasis will be placed on learning and applying theories and techniques to a variety of situations. All assignment submissions, examinations, and course participation and interactions will be conducted and available on the Blackboard for your convenience. For emergencies and other inquiries, please contact me via email.

All assignments are due by 5 pm Eastern Standard time (Washington DC time) on the due date. **Submit all your assignments and “SafeAssign” reports to the Blackboard.** Late work will not be accepted unless specific, prior arrangements have been made with me. All work must be completed by the final examination.
Students with Disabilities
If you are a student with a disability and need academic accommodations, please contact me via email in the first week of class and contact The Offices of Disability Services (ODS) at 993-2474. All academic accommodations must be arranged through the ODS prior to assignment due dates and exam dates. Please take care of this during the first week of the summer session.

Community Standards of Behavior
The mission of the School of Business at GMU is to create and deliver high quality educational programs and research. 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, 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 Community 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

These 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 strives to 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 our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

George Mason University Honor Code
Students are reminded of their responsibilities under the George Mason University Honor Code. It is understood that that the students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically—cheating and attempted cheating, plagiarism, lying and stealing.

Students are also evaluated individually. While individuals may wish to consult, analyze and discuss their work with others, the student is responsible for ensuring he or she complies with the Honor Code. The following paragraph is taken from http://academicintegrity.gmu.edu/honorcode

Students are expected to follow the honor code as presented in the University's publications. Infractions or appeals may be referred to the Honor Council for resolution.
It shall be a violation of this Honor Code to Lie, Cheat or Steal. The following list is illustrative of Honor Code violations but is not exhaustive: Assignments (including examinations) are to be the sole work of the student unless specifically authorized otherwise by the professor. To give, receive, or utilize unauthorized assistance in preparation for or during an assignment is a violation of this Honor Code. To continue working on an assignment or an examination beyond the allotted time period. To plagiarize. To fail to report a suspected violation when a student has reasonable cause to believe that an Honor Code violation has occurred.

Students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically - Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.
<table>
<thead>
<tr>
<th>Date</th>
<th>Module</th>
<th>Reading</th>
<th>Work</th>
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| Starting from Monday, May 16 | **Module 1: Laying the Foundation** | Chap. 1: Globalizing Business  
Chap. 2: Understanding Formal Institutions: Politics, Laws, and Economics  
Chap. 3: Emphasizing Informal Institutions: Culture, Ethics, and Norms  
Chap. 4: Leveraging Resources and Capabilities  
Activities:  
- The New Rules of Globalization  
- The Global Economic Outlook – The Conference Board  
- MacDonald Vegetarian Restaurants  
- Foreign Corrupt Practices Act (FCPA) Business Guide  
- Sustainable Business and Why It Matters | By May 25, 2016; Wed, 5 pm (Eastern Standard time), complete the followings:  
Submitted “SafeAssign” report for Assignment 1, and Assignment 1: GlaxoSmithKline in China  
Completed and signed “Integrity Pledge”  
Start as soon as possible and complete your postings in the discussion for Module 1 by due date |
<table>
<thead>
<tr>
<th>Starting from Thursday, May 26</th>
<th>Module 2: Acquiring Tools</th>
<th>Chap. 5: Trading Internationally</th>
<th>Chap 6: Investing Abroad Directly</th>
<th>Chap 7: Dealing with Foreign Exchange</th>
<th>Chap 8: Capitalizing on Global and Regional Integration</th>
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<td>NAFTA’s Economic Impact</td>
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By June 1, 2016; Wed, 5 pm (Eastern Standard time), complete the followings:

Submitted “SafeAssign” report for Assignment 2, and Assignment 2: Jobek do Brasil’s Foreign Exchange Challenges

Start on Saturday May 28, and complete your postings in the discussion for Module 2 by due date
<table>
<thead>
<tr>
<th>Starting from Thursday, June 2</th>
<th><strong>Module 3:</strong> Strategizing around the Globe</th>
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<tr>
<td></td>
<td>Chap. 9 Growing and Internationalizing the Entrepreneurial Firms</td>
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<td>Chap. 10 Entering Foreign Markets</td>
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<td>Chap. 11: Managing Global Competitive Dynamics</td>
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<td>Chap. 12: Making Alliance and Acquisitions Work</td>
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<td>Chap. 13: Strategizing, Structuring, and Learning around the World</td>
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<td><strong>Articles:</strong></td>
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<td></td>
<td>● Integrative Case 3.7 Geely’s Acquisition of Volvo, pp.455-458</td>
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<tr>
<td></td>
<td>● What Should Everyone Know About Mergers and Acquisitions?</td>
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<td>● Mahindra &amp; Mahindra in South Africa.</td>
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By June 8, 2016; Wed, 5 pm, complete the followings:

Submitted “SafeAssign” report for Assignment 3, and Assignment 3: Mahindra and Mahindra in South Africa

Start on Saturday June 4, and complete your postings in the discussion for Module 3 by the due date.
Starting from Thursday, June 9

| Module 4: Building Functional Excellence | Chap. 14: Competing on Marketing and Supply Chain | By June 15, 2016; Wed, 5 pm, complete the followings:
Chap. 15: Managing Human Resources Globally
Chap. 16: Financing and Governing the Corporation Globally
Chap. 17: Managing Corporate Social Responsibility Globally

Articles:
- “The Expat Explorer” HSBC report 2015
- Integrative Case 4.4: Sino-Iron Engaging Stakeholders in Australia, pp.589-594

Final Examination

Exam guidelines and overview will be provided by 5 pm, Monday, June 13, Monday

Between Wed and Fri, 6/15 and 6/17, 2016:
Your exam will be timed and you will have exactly one hour to complete the online exam between 5 pm of Wed 6/15 to 5 pm of Friday 6/17 (Eastern Standard time)