



UNIVERSITY CANADA WEST

SYLLABUS

Prefix & Code	BUSI 201	3 Credits
Course Name	Business Environment	
Term / Year	Summer	2021

Instructor	Dr. Nam Phuong Le	Office Hours	Friday 10 am to 12 pm or by appointment
Email	nam.le@ucanwest.ca	MyUCW Link	https://www.myucwest.ca/lms/course/view.php?id=6166

You are expected to attend weekly live classes AND Log into the MyUCW course shell (YourAgora for UAP) at least 3 times a week (Minimum 2 hours) for discussions, assignments & emails.

Course Prerequisites: Course Code and Name (or none)

None

Course Co-Requisites: Course Code and Name (or none)

None

Course Description: (as in Academic Calendar)

Businesses function in social contexts that include many interests. Students are introduced to the marketplace and the many forces and interest groups that influence the outcome of business or organizational activity. These include government policies, globalization, and ecological issues. Students assess stakeholder interests and identify ethical issues.

Check if this is Reading intensive course (e.g. UAP/ ENGL only.)

Essential Skills are skills that people need for work, learning and life [Check only the skills and definitions applicable to YOUR course]

<input checked="" type="checkbox"/>	<p>Effective Writing conveys information or argues a point of view using organizational structures, supporting materials, and language appropriate for the topic, purpose, and audience. Through written assignments, students should be able to:</p> <ul style="list-style-type: none"> • Tailor writing to a specific audience • Focus writing on a specific purpose • Produce logical, coherent, and well-structured writing • Develop a well-supported argument or stance • Apply appropriate writing standards
<input checked="" type="checkbox"/>	<p>Critical Thinking skills are used to identify problems and suggest solutions from perspectives other than your own. These skills include observation, analysis, interpretation, reflection, evaluation, inference, explanation, problem solving, and decision-making. Critical thinking includes the skills - particularly as applied to one's own work - for articulating the meaning of a statement, judging the truth of a statement while keeping in mind possible biases, and determining whether a conclusion is justified by the evidence provided.</p>
<input checked="" type="checkbox"/>	<p>Oral Communication skills include listening, delegating, managing, verbal and using non-verbal communication. Effective oral communication influences, informs, and/or connects with others by using organizational structures, supporting materials and delivery skills suitable to the topic, occasion and audience. Communicate clearly and effectively in oral communication.</p>
<input type="checkbox"/>	<p>Quantitative Reasoning skills are employed to analyze and interpret data and information. Quantitative reasoning involves the application of numerical, visual, or symbolic reasoning in order to draw inferences, understand phenomena, validate models or theories, or make predictions.</p>



Creative Thinking is the process of making connections, decisions, or new ideas and generating and evaluating innovative approaches to problem solving regardless of discipline.

Power Skills for Career-Readiness



Student Learning Outcomes -As stated in the Academic Council approved course (4 or 5 outcomes in total)

1. Analyze and understand the various interacting facets of the existing business environments and their influences on international business.
2. Determine the roles of different stakeholders in shaping the strategies, structures, conduct, and performance of a variety of business organizations
3. Illustrate the business benefits of social responsibility, ethical business practices, and decision-making, which include stakeholder consideration.
4. Integrate social and environmental responsibility into managerial decision making.
5. Illustrate our understanding of the concept of stakeholders in order to explore the question “In whose interests should companies be run?”
6. Show how to develop an organizational culture congruent with pressures on organizations to act responsibly.
7. Define business ethics and examine business ethics issues, and explore methods to incorporate ethical tests into decision making.
8. Appraise one's own personal business ethics in light of changing social expectations for organizational social responsibility.
9. Consider how theories, concepts and principles learned in this and in other courses can be usefully applied as a framework for analyzing the international business environment and its relationship with business firms.

Course Structure/Approach (to be completed by instructor)

Let's illustrate: As a car driver on the road, you do not only need to know how to operate your car, but also observe the surrounding environment (road condition, weather, other people on the road, etc). This will help you make better decisions to drive your car safely to the destination. The same concepts apply when you are running a business (driving your car), you need to understand the external environment. This knowledge will help you to see the impacts of external factors on your business and how to steer your business in the right direction to achieve your goals. Thus, this course will help students to understand the national and international environment surrounding business. Topics will include political economy, culture, global trade, ethics, technology, and innovation.

Student Performance Assessment

+	Assignment	Due Date	Description	%	Learning Outcome #
	Class Participation	Ongoing	Contribute to class discussions in a meaningful way	5	2,6,7
	Discussion Forum	Ongoing	Weekly discussion forum post	10	1,7,8,9
	Individual essay	Week 5	Individual research paper written on a major contemporary event in the business environment	10	2,3,4
	Midterm (Examity)	Week 6	Tests all the qualitative and quantitative knowledge areas covered in weeks 1-5	25	1-4
	Final Exam (Examity)	Week 11	Tests all the qualitative and quantitative knowledge areas covered in weeks 6-10	25	5-9
-	Team Project Presentation	Week 10	In class presentation of Team Project	10	3, 4, 5

+	Assignment	Due Date	Description	%	Learning Outcome #
-	Team Project Report	Week 10	Complete report outlining the process, measurements, and conclusions using full APA format	15	3, 4, 5

Grading Scales

Undergraduate Degrees	Graduation Requirements	UAP	Graduate Degree
A+ = 90-100%; A = 85-89%; A- = 80-84%; B+ = 76 - 79%; B = 72 - 75%; B- = 68 - 71%; C+ = 64 - 67%; C = 60 - 63%; C- = 55 - 59% ; D = 50 - 54%; (Course PASS >=50%); F = 0 - 49%;	Bachelor or AA overall CGPA = C (60%) MBAF overall CGPA = B (72%) MBA overall CGPA = B (72%) UAP = B- (70%)	A+ = 95-100%; A = 90-94%; A- = 85-89%; B+ = 80-84%; B = 75-79%; B- = 70-74% ; C+ = 65-69%; C = 60-64%; C- = 55-59% ;D = 50-54%; (Course PASS >= 70%); F = 0-49%;	A+ = 90 - 100%; A = 85 - 89%; A- = 80-84%; B+ = 76 - 79%; B = 72 - 75%; B- = 68 - 71%; C = 60 - 67%; (Course PASS >= 60%); F = 0 - 59%;

Late Assignments: percentage points/ per day lost after the deadline

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Books to Purchase or OER (How to purchase the textbook, link to [MyUCW](#) Textbooks)

1. The Global Business Environment Towards Sustainability?, 5th Ed: By Janet Morrison, Red Globe Press, 2020, ISBN 9781352008982.
Order by request through: customerservice@springernature.com Follow the instructions on page: <https://www.macmillanihe.com/page/how-to-buy/> then you can redeem your coupon at: Vital Source Bookshelf as: <https://www.vitalsource.com/>

Other Required Articles & Resources (e.g. assigned additional articles and case studies)

Additional Optional Resources

1. Publication Manual of the American Psychological Association, APA, 7th edition, 2019, ISBN: 978-1433832161
2. The Academic Writer: A Brief Guide, Lisa Ede, 3rd edition. Bedford St. Martin's, ISBN: 9781457632631

Weekly Schedule: Changes may be made - if so, you will be informed

Wk #	Date	Weekly Focus (Main Topics only)	Readings	Activities	Essential Skills	Assignments Due
1	Jul 12-18	<ul style="list-style-type: none"> Identify the range of purposes pursued by business enterprises in the changing environment, highlighting the role of diverse stakeholders Appreciate the differing types of ownership and decision-making structures through which enterprises pursue their goals Gain an overview of dimensions and layers of the international business environment, together with an ability to see how their interactions impact on firms 	Chapter 1 Business enterprise in focus (p. 4-30) and CH01 Powerpoints	<ol style="list-style-type: none"> 1. Watch videos 2. Read textbook chapter and supplemental readings posted on the course portal 3. Complete weekly discussion forum post 4. Post to self-introduction forum 	<ul style="list-style-type: none"> Effective Writing, Critical Thinking, Oral Communication 	<ul style="list-style-type: none"> July 18 at 11:59PM for all activities this week
2	Jul 19-25	<ul style="list-style-type: none"> Gain an overview of globalization Identify and interpret differing national environments Distinguish the main modes of inter-nationalization Appreciate the impact on societies 	Chapter 2 Globalization (p. 36-67) and CH02 Powerpoints	<ol style="list-style-type: none"> 1. Watch videos 2. Read textbook chapter and supplemental readings posted on the course portal 3. Complete weekly discussion forum post 4. Form teams of 3 to 4 students for term project, submit team charter 	<ul style="list-style-type: none"> Effective Writing, Critical Thinking, Oral Communication 	<ul style="list-style-type: none"> July 25 at 11:59PM for all activities this week

Wk #	Date	Weekly Focus (Main Topics only)	Readings	Activities	Essential Skills	Assignments Due
3	Jul 26 - Aug 1	<ul style="list-style-type: none"> Define and apply the major concepts used to analyse the macroeconomic environment Identify the distinguishing features of different economic systems and how they impact on international business Assess the strength and content of regionalization and economic integration Discern the ways in which changes in national economies affect business strategy Understand the nature and origins of cultural diversity in societies Identify cultural dimensions as an aid to comparing national cultures Assess the role and impacts of different organizational cultures in the business environment Appreciate the ways in which societies change over time, together with the implications for international managers 	Chapter 3 Culture (p. 76-110) and CH03 Powerpoints	<ul style="list-style-type: none"> 1. Watch videos 2. Read textbook chapter and supplemental readings posted on the course portal 3. Complete weekly discussion forum post 	<ul style="list-style-type: none"> Effective Writing, Critical Thinking, Oral Communication 	<ul style="list-style-type: none"> Aug 1 at 11:59PM for all activities this week
4	Aug 1-8	<ul style="list-style-type: none"> Appreciate the contributions of theories of international trade to an understanding of the ways in which companies, industries and nations compete in the global environment Understand the rationale and mechanisms of national trade policies Understand the evolution of the multilateral trading system Assess the impact of regional integration on the business environment Appreciate the ways in which corporate strategy is formulated and implemented in the international context Assess internationalization strategies of MNEs from a variety of national environments Identify organizational structures through which MNEs achieve their aims Critically assess corporate strategic objectives in terms of the changing global environment. 	Chapter 4 Global economic environment (p.117-151)& chapter 7 International trade (p.242-273) and CH04, CH07 Powerpoints	<ul style="list-style-type: none"> 1. Watch videos 2. Read textbook chapter and supplemental readings posted on the course portal 3. Complete weekly discussion forum post 	<ul style="list-style-type: none"> Effective Writing, Critical Thinking, Oral Communication 	<ul style="list-style-type: none"> Aug 8 at 11:59PM for all activities this week

Wk #	Date	Weekly Focus (Main Topics only)	Readings	Activities	Essential Skills	Assignments Due
5	Aug 9-15	<ul style="list-style-type: none"> Appreciate the characteristics of nation-states and how they are evolving in the global environment Gain an understanding of political decision-making structures in different national systems, and how they interact with business Appreciate the dimensions of political risk in business decision-making Assess the extent to which democracy and authoritarian governments are evolving in the current global environment Understand the changing role of transnational and regional forces in political processes worldwide 	<p>Chapter 5 Politics (p.159-198)</p> <p>CH 05 Powerpoints</p>	<ol style="list-style-type: none"> Watch videos Read textbook chapter and supplemental readings posted on the course portal Complete weekly discussion forum post Submit Individual essay 	<ul style="list-style-type: none"> Effective Writing, Critical Thinking, Oral Communication 	<ul style="list-style-type: none"> Aug 15 at 11:59PM for all activities this week
6	Aug 16-22	<ul style="list-style-type: none"> Understand the interrelationships between national, regional, and international legal frameworks in their impact on the international business environment Appreciate the divergence in structures, processes and content between national legal systems Assess the impact of evolving regional, in particular, european union, law-making on enterprises, workers and consumers Apply principles of international law, including human rights, to organizations and their workforces 	<p>Chapter 6 Legal (p. 206-234)</p> <p>CH06 Powerpoints</p> <p>MIDTERM EXAM</p>	<ol style="list-style-type: none"> Watch videos Read textbook chapter and supplemental readings posted on the course portal Complete weekly discussion forum post 	<ul style="list-style-type: none"> Effective Writing, Critical Thinking, Oral Communication 	<ul style="list-style-type: none"> Aug 22 at 11:59PM for all activities this week Aug 20 - Midterm
7	Aug 23-29	<ul style="list-style-type: none"> Gain an overview of the evolving structures and processes that make up the international financial system Analyse the ways in which shifting patterns of global finance have impacted in diverse economic environments Appreciate the causes of financial crisis, and the means by which regulation can stabilize financial markets Gain an insight into the ways in which innovation is generated and diffused in different societies Understand the interactions between national systems of innovation and processes of globalization and technology transfer 	<p>Chapters 8 Global finance (p.280-307) & chapter 9 Technology and innovation (p.314-337)</p> <p>CH08-CH09 Powerpoints</p>	<ol style="list-style-type: none"> Watch videos Read textbook chapter and supplemental readings posted on the course portal Complete weekly discussion forum post 	<ul style="list-style-type: none"> Effective Writing, Critical Thinking, Oral Communication 	<ul style="list-style-type: none"> Aug 29 at 11:59PM for all activities this week

Wk #	Date	Weekly Focus (Main Topics only)	Readings	Activities	Essential Skills	Assignments Due
		<ul style="list-style-type: none"> Gain an overview of the impact of the rapidly changing technological environment on business processes and structures 				
8	Aug 30-Sep 5	<ul style="list-style-type: none"> Gain insight into the role of governments and international co-operation in tackling environmental challenges Identify at a practical level the initiatives businesses can take in environmental management and sustainable development strategy Gain an overview of the foundations of ethical principles and how they are applied Gain an overview of the foundations of ethical principles and how they are applied Examine the elements of corporate social responsibility in theory and practice 	Chapters 10 Climate change (p.346-372) & Chapter 11 Ethics and CSR (p.379-411) CH10, CH11 Powerpoints	<ol style="list-style-type: none"> Watch videos Read textbook chapter and supplemental readings posted on the course portal Complete weekly discussion forum post 	<ul style="list-style-type: none"> Effective Writing, Critical Thinking, Oral Communication 	<ul style="list-style-type: none"> Sep 5 at 11:59PM for all activities this week
9	Sep 6-12	<ul style="list-style-type: none"> Highlight the relationship between CSR and corporate governance Assess social issues in developed and developing economies, with implications for CSR and sustainability 	Chapter 12 Sustainable business (p.419-451) CH12 Powerpoints	<ol style="list-style-type: none"> Watch videos Read textbook chapter and supplemental readings posted on the course portal Complete weekly discussion forum post 	<ul style="list-style-type: none"> Effective Writing, Critical Thinking, Oral Communication 	<ul style="list-style-type: none"> Sep 12 at 11:59PM for all activities this week
10	Sep 13-19	Presentation	Presentation	<ol style="list-style-type: none"> Watch videos Read textbook chapter and supplemental readings posted on the course portal Complete weekly discussion forum post Complete and submit group paper 	<ul style="list-style-type: none"> Effective Writing, Critical Thinking, Oral Communication 	<ul style="list-style-type: none"> Sep 19 at 11:59PM for all activities this week Sep 17 - Team project presentations
11/12	Sep 20-26	Review and Exam period	FINAL EXAM	Final exam	<ul style="list-style-type: none"> Effective Writing, Critical Thinking, Oral Communication 	<ul style="list-style-type: none"> Sep 24- Final Exam Sep 26 at 11:59PM for all activities this week

Guiding Questions: (List 3 or 4 questions that guides the student's thinking in this course)

- How can business leaders navigate their companies through the world that is constantly changing?
- How do external factors such as technology and innovation impact the future business?
- How do we develop long-term strategies to cope with the dynamic global economy?
- How can we design a corporate policy that comply with local and international law?

Tools for Success

Successful university students take advantage of services and resources to boost learning and achievement.

- Learning Success: make individual tutoring appointments with math tutors, writing coaches.(Check MyUCW)

2. Attend Learning for Success Workshops and Continuing Student Workshops. (Check MyUCW)
3. Learning Strategist: get personalized help to develop skills to overcome learning challenges @ learningstrategist@ucanwest.ca
4. Academic Advising: an advisor can help you select courses for timely degree completion.(Check MyUCW)
5. Career Development Centre: meet with a Specialist to build knowledge and skills for career planning. (Check MyUCW)
6. Librarian research assistance. (Check MyUCW)
7. APA Guidelines (Check MyUCW)
8. Academic Integrity Guidelines

Access all policies from website: <https://www.ucanwest.ca/about/policies>

1. Policy 5015 - Attendance Policy (Academic section)
2. Policy 6006 - Copyright (Library section)
3. Policy 6751 - Information Privacy and Security (Records Management section)
4. Policy 9024 - Examinations (Registrar's Office)
5. Policy 9024 - Out-of-Time Final Examination (Registrar's Office)
6. Policy 5006 - Academic Integrity Policy (Academic section)
7. Policy 9014 - Student Rights and Responsibilities Policy (Registrar's Office)
8. Policy 5005 - Final Grades Policy (Academic Section)

Instructor Policies & Guidelines

1. Format for Assignment Report

<https://www.myucwest.ca/lms/mod/page/view.php?id=970547>

2. Grading Rubric for Papers /Projects

<https://www.myucwest.ca/lms/mod/page/view.php?id=970547>

3. Class Participation / Expectations Rubric

<https://www.myucwest.ca/lms/mod/page/view.php?id=970548>

4. Other Assignment Rubrics for this course

<https://www.myucwest.ca/lms/mod/page/view.php?id=970547>

5. Other Course Policies

Office Hours Link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_MGU2MzlhMmMtZWlxOC00MGY5LWEwMDUtNTgwZGNlNmM4Zjlh%40thread.v2/0?context=%7b%22id%22%3a%22f5622c43-8e64-4863-aed4-0cc4908d3c88%22%2c%22oid%22%3a%226b89007c-7d41-4552-8d6f-974a6be79487%22%7d

Student Responsibilities in the Classroom

1. You must [log into the MyUCW/YourAgora course shell at least 3 times a week](#) (at least 2 hours study for each course) for discussions, assignments & messages.
2. You must [attend in-person or live synchronous classes on time and participate fully](#). You will demonstrate your knowledge of other perspectives and the readings through participation in class and in your written work. This means refraining from packing up early and demonstrating courteousness at all times to everyone in class. If you need to leave class early, inform me before class starts. Please explain your reason prior to class UNLESS an emergency arises during class and you need to leave immediately. If this occurs, please email me as soon as possible explaining the problem. You may need to provide documentation. Also review the UCW [Attendance Policy \(# 5015\)](#).
3. [Respect for everyone and for differences in perspective, belief, and culture is expected in the classroom](#). Please feel free to express your views in class, however, please ensure that you treat everyone's opinion with respect. I reserve the right to remove from the class any student who engages in behaviour that is harmful, disrespectful to the rights of others, or that unreasonably interferes in the activities of studying, teaching or research. Such behaviour is also prohibited by the [Student Rights & Responsibilities policy \(# 9014\)](#) and may result in filing a formal complaint.
4. You are [expected to purchase and read the required texts and assigned readings](#) in MyUCW or YourAgora. It is necessary to keep up with the readings and do the assignments in MyUCW or YourAgora before class so that you can actively participate in MS Teams/BBB or in-class discussions and activities to earn participation marks.
5. You are [expected to learn and demonstrate the skills](#) necessary to understand, analyze, solve and answer questions relevant to the

course learning outcomes. I encourage you to [discuss class materials in a study group with your peers to help you prepare for class discussion and activities](#).

6. Papers and projects must [follow the guidelines/instructions provided in Instructor Guidelines and Expectations above](#) and must include evidence for your argument based on cited research and demonstrate critical analysis. It is the student's responsibility to stay informed of deadlines for projects and papers.
7. [You must work alone when writing individual assignments](#) unless you are participating in a *group* assignment.
8. I do not accept your assignments from other classes.
9. [Late Assignments will lose 10 percentage points/ per day after the deadline](#) unless arrangements are made with me before the deadline based only on extenuating circumstances or a medical emergency.
10. Incomplete grades will only be granted with a documented medical emergency.
11. Keep all Graded Work until you receive the final grade for the course and ensure that you have a copy of all completed assignments.
12. Audio-taping/recording/videotaping is only permitted in this course with my prior approval.
13. Review the [Student Rights & Responsibilities Policy \(# 9014\)](#) for an explanation of appropriate and expected behaviour in class. Any violations of these or other relevant UCW policies may result in disciplinary action and a record will be kept on your student file in the Academic Department.

Academic Integrity & Submission of Assignments

1. [Uphold academic integrity. Think for yourself, act with honour](#). University Canada West is committed to academic integrity and all faculty carefully review written assignments to ensure integrity. Cheating and plagiarism are prohibited and considered serious acts of misconduct. At UCW plagiarism is defined as “representing the ideas, or the work of others as one's own. Plagiarism includes copying, reproducing or paraphrasing significant portions of one's own work, or someone else's published or unpublished material (from any source, including the **Internet**), without proper acknowledgment, representing these as new or as one's own.” This includes another person's words, expressions, productions or creative works as well as actual plagiarism, improper paraphrasing, insufficient citation and self-plagiarism.
2. [Plagiarism occurs when a student uses the words of another person or entity \(including using your own words in previously completed assignments without the permission of the instructor\), without proper citation or permission](#). It also includes “making a small change to a passage or paper without appropriate citation.” (see [Policy # 5006 Academic Integrity Policy](#)). Plagiarism applies to all intellectual products: books, articles, papers, literary compositions and phrases, research results, calculations and the results of calculations, diagrams, constructions, computer reports, computer code/software, material found on the internet, creation and presentation of images, music, drawings, designs, dance, and photography. [Cite all sources and give credit to those you borrow ideas, statements and approaches from](#). You must cite the original author if the idea, concept or approach is not original to you. This includes not only when you use the same words as the source but also when you paraphrase from that source. [If you use exact words from a source in your work, you must place quotation marks around those words and a citation](#) to indicate that you have taken them from another text. [Copying and pasting information](#) from any source including articles, theses, books and websites without credit to that source is considered plagiarism.
3. All paper assignments/assessments will be [submitted into MyUCW in the assignment area of TurnItIn in MyUCW](#). TurnItIn automatically and systematically searches scholarly journals, articles, books, all websites, other university resources, other student papers available on the web, and student papers submitted nationally or at UCW to check for plagiarism and similarity of content. Ensure you are aware of the rules about citing and quoting material and the consequences for failing to follow the rules.
4. You will be asked to [attach a signed cover sheet with your paper/assignment/project or exam that states that your work is your own](#). This signed cover sheet will include the following statement to indicate that the assignment is your own work: “[I agree that the work in this paper/ project/exam/assignment/etc. is my own work and that I have given credit to all sources of information used in my paper/project/exam/ assignment/etc. by including citations and references in the APA format. I acknowledge that I am expected to exercise the utmost academic integrity in all work submitted for this course. SIGNATURE: Joni Apple](#) (indicated by typing your name at the end of this statement at the time of submission).

Communication Policy

1. I am [available weekly during my weekly office hours](#); however, I am also available via email or by appointment.
2. [Email me anytime within the MyUCW portal for this class](#). ALWAYS identify yourself with your full name and student number in the email and use appropriate courtesy such as salutations - (i.e. Dear Dr. XXX) and professional email etiquette. This applies to both the instructor and other class members. First state your request/concern/purpose for emailing and then give your explanation. Provide a concise description of the topic of your message in the Subject Heading.
3. I will respond to your emails [within 48 hours](#).
4. It is crucial that you [speak with me without delay should you experience difficulties that affect your performance](#) during the semester. Early contact will increase our chances of resolving those difficulties and ensuring your best performance during the course.

Instructor Bio (see MyUCW course shell)

Faculty bio - see UCW website [link](#)

Step1 Verification

Step 2 Final Verification