

BUSINESS P700
Business, Government and the Global Environment
Fall 2023 Course Outline

Strategic Management Area
DeGroote School of Business
McMaster University

COURSE OBJECTIVE

The goal of this course is to provide students with an understanding of the interdependence between business and government, and how their respective actions are shaped by the broader context of both the domestic and international environments. Throughout the course you will be encouraged to read the current business press. We are asking you to look at the Globe & Mail, CNBC, and/or the Economist regularly. All can be found at Mills library and online.

INSTRUCTOR AND CONTACT INFORMATION

Section 1: Wed 11:30-14:20

Dr. Jukyeong (Judy) Han

Instructor

han91@mcmaster.ca

Office: DSB A213

Office Hours: by appointment

Tel: (905) 525-9140 x28709

Mingyao Song

TA

Songm45@mcmaster.ca

Office Hours: by appointment

Students who wish to correspond with instructors or TA directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants.

COURSE ELEMENTS

Credit Value: 3	Leadership: Yes	IT skills: No	Global view: Yes
Avenue: Yes	Ethics: Yes	Numeracy: No	Written skills: Yes
Participation: Yes	Innovation: Yes	Group work: Yes	Oral skills: Yes
Evidence-based: Yes	Experiential: No	Final Exam: No	Guest speaker(s): Yes

COURSE DESCRIPTION

This course equips students with an understanding of the domestic and international institutions (e.g., IMF, WTO, NAFTA, etc.), and forces that shape the environments facing business, not-for-profit, and public service organizations. This understanding comprises historical and current contexts, theory and the ability to devise strategic responses to the environment. Major topics include the structure and roles of government, culture and business ethics, international trade and investment, and foreign exchange.

LEARNING OUTCOMES

Upon completion of this course, students will be able to complete the following key tasks:

- Apply theoretical concepts and an understanding of historical and current events in interpreting business government relations;
- Identify and describe the roles of major domestic and international economic institutions that shape the business environment;
- Describe the impact of the international and domestic economic environments on risk and currency exchange rates of individual countries;
- Understand the impact of globalization on business and government internationally;
- Understand cross-national differences in political, economic, legal, and socio-cultural systems;
- Use frameworks presented throughout the course to analyze international business situations and recommend strategic alternatives;
- Become an engaged and informed critical reader/analyst of the media in its various forms;
- Further develop critical, evidence-based and interdisciplinary thinking skills; and
- Work effectively/collaboratively in teams to achieve key deliverables – presentations, strategy documents, reports.

REQUIRED COURSE MATERIALS AND READINGS

Avenue registration for course content, readings and case materials

- <http://avenue.mcmaster.ca>

\$ FREE

OPTIONAL COURSE MATERIALS AND READINGS

Global Business Today, 6th Edition, McGraw Hill

- Can purchase a copy at the bookstore

\$ 59.00 CAD

EVALUATION

Learning in this course results primarily from discussion and participation in activities. The balance of the learning results from the lectures, related readings, and researching your presentation, assignments and projects. All work will be evaluated on an individual basis except in certain cases where group work is expected. In these cases, group members will share the same grade adjusted by peer evaluation. Your final grade will be calculated as follows:

Components and Weights

Quiz 1 (week 5)	In-class Quiz (individual)	10%
Quiz 2 (week 12)	In-class Quiz (individual)	10%
Participation (week 1-13)	In-class Contribution (individual)	10%
Country Analysis (Week 8)	Report (group)	25%
Country Analysis (Week 8)	Presentation (individual)	5%
Policy Brief (Week 5)	Report (individual)	10%
Government Relations (Week 13)	Case Report (group)	25%
Government Relations (Week 13)	Presentation (individual)	5%
Total		100%

Grade Conversion

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme:

LETTER GRADE	PERCENT	POINTS
A+	90-100	12
A	85-89	11
A-	80-84	10
B+	75-79	9
B	70-74	8
B-	60-69	7
F	00-59	0

Course Deliverables

Quiz #1 and #2

Each quiz accounts for **10%** of your final grade. Quizzes will cover material from readings, lectures and class discussion, and will be **closed book**. Quizzes are not cumulative.

Participation

For an active class discussion attendance is a must, but passive attendance will not be assessed positively. In order to be able to participate in class discussion, it is important that you do the readings in advance of each class. For this course to work, students must participate in class discussion. In a class of this size it is impossible for all students to participate all the time. Students should, however, strive to attend class, demonstrate that they have read the assigned readings, thought about the material and the discussion at hand, and add value to the classroom discussion. The **instructor may cold-call** on anyone at any time during the class. Hence, it is imperative that you prepare for each class. Students will be provided with a participation rubric and have mid-term participation feedback available.

Lateness to class will result in a penalty of half of the day's total attendance points. Your first two absences may be counted as excused (e.g., religious holidays, job interviews, family needs, health days). You are still responsible for submitting other assignments on time, so please plan ahead. Note that the excused absences may not be used for the day of a presentation and quiz.

Name cards and class pictures are used to help give credit for your participation. You must have a name card with your full first and last name clearly written and displayed in front of you for every class.

Country Analysis – Report and Presentation

Groups are asked to think about the challenge a foreign company has in preparing to enter the Canadian market. Groups are asked to select a Multinational Enterprise (MNE) that currently does not have a presence in Canada as part of its global operations. If a group wishes, it is possible to choose another foreign market other than Canada which the MNE does not currently have operations.

Conduct a comparative study of the home country of the MNE (where the head office is) and the host country (Canada or the country which the MNE intends to enter). Include an environmental analysis of the industry in which the MNE operates. Highlight differences that exist between the home industry and the host country industry.

Both the report and slides should include the following components:

1. Company Analysis

This section consists of a summary of the company and the value of the host market to the company.

- Brief overview of the company (high level description of what the company does and what its vision is)
- What are the key strengths and weaknesses of the company?
- In which countries does the company operate?
- How entering the host market add value to the company?

2. Market Analysis

This section consists of a comparison of the host market to home market. This will include, but is not limited to policies, currencies and government structures. Employ theoretical frameworks discussed in class to conduct the analysis.

- Analyze and compare the cultural environment of business in both countries.
- Analyze and compare the regulatory/political environment (basic political institutions/type and structure of government) in both countries.

3. Industry Analysis

This section consists of a comprehensive industry analysis including the markets it operates in and environmental analysis. Employ theoretical frameworks discussed in class to conduct the analysis.

- Describe the industry the firm operates in. Is it growing/declining/mature? What is the future outlook?
- What skills and assets are necessary to succeed in this industry?
- Who are the main competitors?

- What are the opportunities and threats within this industry? How can the opportunities be exploited? Risks mitigated?

4. Market Entry Recommendation

This section consists of a recommended strategy for the company to enter the host market.

- A recommendation on how the company can successfully enter the host market without negatively affecting operations in its home country.
- Brief description of where, when and how to enter the host market.

5. Conclusion

6. References

- Cite all the sources. refer to the Academy of Management Journal (AMJ) style guide for the styles of citations and references (<http://aom.org/publications/amj/styleguide>).

Note: The assignment should take the form of a report and presentation. The report should be between 20-25 pages double spaced (12 font, 1 inch margins, plus appendix if desired) and the presentation should be no longer than 15 minutes (plus Q&A if time permits) and between 12-15 slides (plus appendix if desired). Every member of the group is expected to present a relatively equal portion of the presentation. Both the report and the slides are due at the start of class on presentation day.

Each student will complete a “**Peer Evaluation**” via A2L after the team project presentation. The peer evaluation should be completed within 24 hours after the presentation. The evaluation will comprise a part of the report score.

Each group will discuss the company/organization and host country with the instructor in Week 3.

Policy Brief

This is an individual assignment. All students will research a recent policy (domestic or international) on a specific theme. Then, students will discuss the policy they researched with other students who are interested in the same thematic issue. As a group, students will discuss the implications of the policy to global environment. After the group discussion, we will share the discussion results with the whole class.

All students should turn in one-page document (single-space, 12 font, 1 inch margins) on the policy they researched and its implications to the global environment.

Government Relations – Case Report and Presentation

This group assignment asks participants to select a case of company/organization and an issue or opportunity stemming from government relations. The assignment will take the format of a case report, specifically as the following:

1. **Introduction** - Summarize the company/organization(s) and the issue/opportunity.
2. **Goal and Objectives** – List/describe the goal(s) of the company/organization(s) to tackle the issue/opportunity.
3. **Contextual Issues** – Describe the context that the company/organization(s) and this issue finds itself facing. The focus of this section is to identify the context (e.g., political or economic) that the issue/opportunity is held.
4. **Tactics** – Describe the activities or efforts the company/organization(s) undertook to achieve the goal(s). Activities can be active or passive.
5. **Results** – Presents the results of the activities or efforts. Provide logical reasoning on why the activities or efforts lead to particular results. (Tip: how contextual issues play a role in the success or failure of the activities or efforts?)
6. **Conclusion** – Review and summarize the case.
7. **References** – Cite all the sources. Refer to the Academy of Management Journal (AMJ) style guide for the styles of citations and references (<http://aom.org/publications/amj/styleguide>).

Note: The report should be between 8 to 12 pages (single spaced plus appendix) and the presentation should be no longer than 15 minutes (plus Q&A if time permits) and between 10 to 15 slides (plus appendix). Every member of the group is expected to present a relatively equal portion of the presentation. Both the memo and the slides are due and should be uploaded to A2L by the start of class on presentation day.

Each student will complete a “**Peer Evaluation**” via A2L after the team project presentation. The peer evaluation should be completed within 24 hours after the presentation. The evaluation will comprise a part of the report score.

ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at:

www.mcmaster.ca/academicintegrity

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations

AUTHENTICITY/PLAGIARISM DETECTION

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the "Code"). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students' access to these platforms.

MISSED AND LATE ACADEMIC WORK

Arriving late and leaving early can be detrimental to maintaining high-class quality. Please try to minimize such incidents and let me know beforehand if it is inevitable. No credit will be provided for late assignments without penalty. The penalty for late assignments is at minimum 30% of the earned score, and will increase by 10 percentage points per day. For example, if you submit the assignment within 24 hours from the deadline, you will lose 30% of the score if turned in on time. With a one-day delay, you will lose 40% (30% + 10%). So, please plan ahead.

Acceptable reasons for missed work, along with the [Petition for Missed Term Work](#) and the [MBA Student McMaster University Student Health Certificate](#), can be found on the DeGroot MBA Student website (mbastudent.degroot.mcmaster.ca). Please direct any questions about acceptable documentation to the MBA Academic Advisors (askmba@mcmaster.ca).

University policy states that a student may submit a maximum of three (3) [Petition for Missed Term Work](#) per academic year, after which the student must meet with the Director of the program.

If term work is missed without an approved reason, students will receive a grade of zero (0) for that component.

ACADEMIC ACCOMMODATION FOR STUDENTS WITH DISABILITIES

Student Accessibility Services (SAS) offers various support services for students with disabilities. Students are required to inform SAS of accommodation needs for course work at the outset of term. Students must forward a copy of such SAS accommodation to the instructor normally, within the first three (3) weeks of classes by setting up an appointment with the instructor. If a student with a disability chooses NOT to take advantage of an SAS accommodation and chooses to sit for a regular exam, a petition for relief may not be filed after the examination is complete. The SAS website is:

<http://sas.mcmaster.ca>

Students who are leveraging accommodation for tests and exams are supported by the SEAO. These exams are written at the Ron Joyce Centre and do not take place in the Tim Nolan Testing Centre. Correspondence for accommodations is managed via the DSBSAS@mcmaster.ca email address. Students must communicate their intent to leverage accommodations on a test or exam a minimum of 10 business days prior to the assessment.

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to the SEAO **normally within 10 working days** of the beginning of term in which they anticipate a need for accommodation. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

POTENTIAL MODIFICATION TO THE COURSE

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

ACKNOWLEDGEMENT OF COURSE POLICIES

Your registration and continuous participation (e.g. on A2L, in the classroom, etc.) to the various learning activities of MBA P700 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.** Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

COURSE SCHEDULE

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WEEK	DATE	ASSIGNMENT	DUE
1	Sep 13	Course Introduction What is international business and globalization	
2	Sep 20	Culture and national differences in international business	
3	Sep 27	International trade theory	
4	Oct 4	Group discussion on government policies (No in-person class – Synchronous, online via Zoom)	
5	Oct 11	Quiz 1 and guest speaker *Quiz in the first hour of class, a guest lecture starts in the second hour	Policy brief due
6	Oct 18	Foreign direct investments	
7	Oct 25	Entering foreign markets	
8	Nov 1	Country analysis presentations	Country analysis report due
9	Nov 8	Government and market intervention	
10	Nov 15	Government relations and international institutions	
11	Nov 22	Quiz 2 and a course review *Quiz in the first hour of class, a course review starts in the second hour	
12	Nov 29	Government relations presentations	Government relations case report due

*The reading list will be on A2L and will be regularly updated.