UNIVERSIDAD
esan

Course Global Environment Syllabus

March– June 2024

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I. General Information

Course Name	Global Environment		
Requirement:	Intermediate English I/Technical English II	**Course Code:**	18420
Precedent:	None	**Semester:**	2024-1
Credits:	3	**Term:**	
Weekly hours:	4	**Course Mode:**	On campus (face to face) and Remote - Synchronous
Careers	General Elective (Electivo de formación) Environment Management Engineering Information Technology and Systems Engineering Industrial and Commercial Engineering Consumer Psychology Organizational Psychology	**Course coordinator**	molivos@esan.edu.pe

II. Summary

The course is designed for undergraduate students taking a course or elective in business. No prior specialized knowledge of business is required. Students should have sufficient skills (proficient) in English to interact with their partners locally and abroad using synchronous technologies. With each partner institution, students will examine various business aspects in relation to context in each country for doing business in both their and their partners' countries. Students will work collaboratively with their partners to identify and understand the business context of competitor analysis, of entry modes as part of strategic decisions and the effective leadership profiles.

III. Course objectives

The objective of the course is to provide the student's knowledge and practice of working in virtual teams and with local and foreign students located in different countries. As well focus in the topics of the global environment for business, how management and international business are affected by the cultural context as Leadership/ Strategy,

Competition & Key Factors of Success and Market Segmentation & Consumer Analysis. Cases will be selected among e-commerce, Tourism just to mention some.

IV. Learning Objectives

1. Develop intercultural communication and collaboration skills relevant to business.
2. Demonstrate increased cultural intelligence and competence.
3. Assess cultural differences in business practices in international contexts.
4. Build problem solving and strategic decision-making abilities through their work on the collaborative project.

V. Methodology

Class Format will vary. Classes will be held in Esan Campus and will include Synchronous interaction for discussion in main room, group sessions, participation in forums, break out rooms and forming Virtual team for assignments in Sessions with partner countries.

There will be 12 linking sessions using videoconference (6 with Fatima Jinnah Women's University, Pakistan and 6 with La Salle University, Colombia). Other than on the first and last linking days, students should be split into 2 groups (group A and group B). At any one time, one group should be in individual partner chat using IRC, the other group should be in group videoconference or as coordinated with the partner institution.

In addition to this, students will be required to meet asynchronous meeting during 5 weeks (at least 5 meetings) with students from East Carolina University.

Core Student Requirements synchronous meetings for linking sessions Colombian and Pakistan students: For each linking day, students are required to do some form of reflection. It is suggested that the reflection incorporates some of the following issues:

o Highlights of discussion of the day
o Surprising comments or attitudes of classmates & partners at both universities
o Thoughts on the day's discussions
o Once finished linking with a country, a summary of the experience or overall impression of the partner country.

Current Events in Colombia and Pakistan: Students should be aware of what is going on in their partner countries and what might affect the business environment

Some examples of how this requirement has been incorporated:
Have students read an English language newspaper from the partner country and do one of the following:
▪ Discuss in class
▪ Discuss on discussion board
▪ Write short article summaries

▪ Develop questions to explore with partner

International students should be instructed to focus on their experience as an international student in their host country rather than talking about their home countries.

Collaborative Project for Colombia and Pakistan:

All students are required to participate in a collaborative project with each of their partner groups. The collaborative project is based on students working together to explore various business aspects in relation to the e-commerce industry in both their and their partners' countries.

o Collaboration must be between sets of partner students (i.e. at least one student from Institution A and at least one student from Institution B working together). Instructions and guidelines will be posted on the uevirtual.

Projects should primarily be worked on outside of class time. The subject will be addressed in the classroom by the instructor and students will work with their partners to develop this project.

Preparatory Knowledge:
In preparation for working with their partners, students should have:
- Understanding of business protocols, etiquette, environment and systems of their home country.
- Familiarity with the PESTEL analysis in partner country and in their home country
- Papers regarding the subject for the collaborative project selected for each partner.

Attendance Policy: Individual students should be in attendance for at least 80% of the total link days in the semester in order to fulfill the requirements of the course.

Foreign Partners:
Universidad La Salle, Colombia
Fatima Jinnah Women's University, Pakistan

Core Student Requirements (ECU and Esan) with USA students :
This project aims to foster cross-cultural collaboration and leadership analysis skills among students from ECU and ESAN. Teams will analyze a globally recognized leader to understand and present the leadership qualities that contribute to their effectiveness. This assignment will culminate in a recorded presentation, allowing students to articulate their insights and reflections on leadership.

Students should complete on a period of five weeks a Leadership project and should submit the following:

o team rules of engagement
o meeting agendas and meeting minutes each week
o Team performance surveys each week
o Leadership project rubric on week 4
o final presentation

Global Leadership Analysis Project ECU and Esan:

All students are required to participate in a Global Leadership Analysis project with a partner group. The project is based on students working together to provide an overview of the chosen global leader, including their background, where they work, and what they are known for

o Collaboration must be between sets of partner students (i.e. at least one student from Institution A and at least one student from Institution B working together). Instructions and guidelines will be posted on the uevirtual. Teams will be two members from US and two members from Peru.

Projects should primarily be worked on outside of class time.

Preparatory Knowledge:
In preparation for working with their partners, students should have:
- Basic knowledge of leadership
- types of leaders
- and leadership qualities.

Students should participate in a Kick-off session

Attendance Policy: Individual students should attend at least 1 kick-off session and participate at least in one meeting per week with team members.

Students should submit the powerpoint Presentation and a recording. Students must ensure their presentation is polished and rehearsed. Check for any technical issues with your recording setup beforehand.

Recording: Choose a quiet location with good lighting. When recording, clearly state your name and role in the project at the beginning. Make sure all team members contribute to the presentation.

Uploading and Submission: Upload your recorded presentation to a shared drive (as specified by your instructor) and submit the link through your course's learning management system (LMS) or as directed. Ensure your submission includes all team members' names and the chosen platform's recording link.

Standing Office Hours for ECU and Esan – Sundays at 7pm (8pm EST) to answer any questions that students may have (May 26th to June 16th).

Foreign Partner:
East Carolina University, USA

VI. Evaluation

The evaluation system is permanent and comprehensive, and it is intended to promote student learning. The course grade is an average of the permanent evaluation (PEP) (50%), the midterm exam (EP) (20%) and the final exam (EF) (30%).

Group and team-based work is important in this course so do not expect to get full credit for participation if:
- You arrive late, leave the class early or simply do not follow the class.
- Do not actively participate in class activities, group work, ask questions, provide feedback or miss your group's presentations.

The following table provides the weights of the permanent evaluation:

PERMANENT EVALUATION PONDERATE (PEP) 50%		
Evaluation Type	**Description**	**%**
Graded Practical Individual (2)	Case Reports or Research Assignment	15%
Class Attendance & Participation	Regular and punctual attendance. Active participation in group work and in class activities and assignments requested by the professor in advance	15%
Leadership Project	Presentation and recording	20%
Collaborative Project	1 – Global Business Collaborative Project: for example **Competitive Analysis** (TBC)	25%
	2 - Global Business Collaborative Project for example, **Leadership**	25%

TBC (to be confirmed): The subject may vary depending on the partner institution.

The final average (FA) is obtained as follows:

$$\textbf{FA} = (0{,}20 \times ME) + (0{,}50 \times PEA) + (0{,}30 \times FE)$$

FA: Final Average
ME: Mid-term Exam
PEA: Permanent Evaluation Average
FE: Final Exam

I.   Program Content

WEEK	CONTENT	ACTIVITIES/ ASSESMENT
1° From March 21th to 30th	Introduction and Methodology of the course. Global Partners in Education Network Resources Cultural differences in business practices in international Country context for partners this semester: US, Pakistan and Colombia https://thegpe.org Business environment/system in your country, the partners's countries and e-commerce industry. The case of Peru The Peruvian shopper changes through the crisis https://www.ipsos.com/sites/default/files/ct/publication/documents/2020-05/recalculando_shopper_.pdf	The Culture Map Introduction homework Each student will do research on the partner country
2° From April 1st to April 6th	Business etiquette: How to build relationships with other people. Business etiquette and how it differs from region to region and from country to country. https://www.brighthubpm.com/resource-management/123656-project-managers-guide-to-business-etiquette-ten-things-you-need-to-know/ Competitive Analysis Research Conduct academic research on competitor analysis in e-commerce in your partner's country and produce: a. A list of 5-10 criteria that are important to compare competitors in e-commerce in your partner's country.	https://bharatmaps.gov.in/map.aspx?dtcode=021 In doing research on your partner's country, what did you find regarding the following issues?

	b. A PESTEL analysis of e-commerce in your partner's country PESTEL Analysis. How to conduct Environmental Analysis, Ref: https://pestleanalysis.com/what-is-environmental-analysis/		
3° From April 8th - 13th	**LSC, Colombia** Link 1: Introduction to LSC students VC1 Ice Breaker Format: All student in zoom Students Teams will be organized by the instructors Current Context for Business in Peru. Case of e commerce in the country and the region Business environment/system in your country, the partners's countries and e-commerce industry. The case of Peru The Peruvian shopper changes through the crisis Link 2 Business Etiquette and business environment (September 5th) VC 2 Doing Business in Peru and USA Format: Discussion and Forum (via chat) both in zoom	https://www.ipsos.com/sites/default/files/ct/publication/documents/2020-05/recalculando_shopper_.pdf Link session 1: Synchronous April 9th Students introductions Your interests..etc Students will discuss in small groups one given dimension (Lifestyle, Flexibility, Organization, Communication, Independence, Recognition). VC of 70 min Link session 2: Synchronous April 11th Students will review business etiquette VC of 70 min Split the whole student group in 3. Each group coaching by one professor Zoom Break out rooms Final 10 min : all together for summary or debrief Each student will do research on the partner country	

4° From April 15th -20th	**LSC, Colombia** Link 3 Business Environment VC 3 Globalization and the Sector Industry selected by partner economy Format Breakout rooms Selected Industry: the Impact and main challenges in the current context Comparison & Analysis of the sector in Peru and USA E-Commerce and selected sector Doing Business in Peru and Colombia Link 4 Business environment VC 4 Students Discussion: selected Industry: the Impact and main challenges in the current context Comparison & Analysis of the sector in Peru and Colombia E-Commerce and selected sector	Each student will do research on the partner country Link session 3: Synchronous April 16th Students will review business etiquette VC of 70 min Link session 4: Synchronous April 18th Students will review business environment VC of 70 min
5° From April 22nd -27th	**LSC, Colombia** Link 5 Collaborative project VC 5 Selected topic for Doing Business in Peru and Colombia Format all in Zoom conference Will be launched some questions for being replied by each student Free time to reply Link 6 Collaborative project presentations VC 6 Final Conclusions and Collaborative project presentations	**LSC :** Global Business Collaborative project Link session 5: Synchronous April 23rd Students will review business etiquette VC of 70 min Link session 6: Synchronous April 25th Students will review business environment VC of 70 min
6° From April 29th to May 4th	Feedback and final conclusions All students together in Class Entry Modes	Global Business Collaborative project Discussion on the reading:

	Leadership unit for global business Types of leadership styles Leading people from multiple cultural backgrounds	Global Leader's Role and Environment https://gpeproject.ecu.edu/gb/staff/2-Leadership.pdf
7° From May 6th - May 10th	Mid Term Exam review Leadership Project ECU-Esan Briefing Mid term exam May 8th	Description reminder for the Kick-off meeting May 19th and May 20th
8° From May 13th -18th	**Mid term exams**	
9° From May 20th -25th	**Leadership Project ECU-Esan (W1)** Initial planning meeting Students should form teams and create team charter and first meeting agenda.	**ECU:** Kick-off session May **19th (7 pm Lima time/ 8 pm EST) and May 20th (7 pm Lima time/ 8 pm EST)** **ECU:** Submit Rules of engagement template, meeting agenda, meeting minutes and team performance survey
10° From May 27th - June 1st	**Leadership Project ECU-Esan (W2)** Students should select leader and research leadership qualities. **FJWU, Pakistan** Link Day 1 Students Introductions, Business Etiquette Country social environment Link Day 2 Business Environment part 1 (Pestel analysis) Doing Business in Peru and Pakistan PESTEL Analysis	**ECU:** Submit Leader Selection, meeting agenda, meeting minutes and team performance survey **FJWU:** Discussion on the topics Students should research on partner country (Pakistan) Link session 1: Synchronous May 28th Students introductions Your interests..etc Students will discuss in small groups one given dimension (Lifestyle, Flexibility, Organization,

	"big picture" factors that might influence a decision, a market, or a potential new business. P: Political : LAW SYSTEM, TAX, Regulations, E: ECONOMICAL: CONTEXT GDP, INCOME (family/ economical agents, consumers), Un- employment, Foreign INVESTMENT S. SOCIAL: Demographics,(Bigger Market!!n number of consumers, Lima is 1/3 population,) Mental Health , Services, Educational level, Restrictions of Public entertainment, Life Style , Social media effect T:TECHNOLOGY: ICT (Information Communication Technologies: synchronous to the a-synchronic: email, chat, apps,), Advancement and innovation!! E: ECOLOGY: Impact of the Environment, pollution, use of Input, natural resources , fauna, flora, …)	Communication, Independence, Recognition). VC of 70 min Link session 2: Synchronous May 30th Students will review business etiquette VC of 70 min	
11° From June 3rd - 8th	**Leadership Project ECU-Esan (W3)** Students should delve deeper into the analysis of leader's qualities. **FJWU, Pakistan** Link Day 3 Business Environment part 2 (Pestel analysis) Link Day 4 Important sectors and the impact in the country development. Selected Sector for collaborative project is the transportation sector.	**ECU:** meeting agenda, meeting minutes and team performance survey **FJWU, Pakistan** Discussion on the topics Link session 3: Synchronous June 4th Students will review business etiquette VC of 70 min Link session 4: Synchronous June 6th Students will review business environment VC of 70 min	

12° June 10th -15th	**Leadership Project ECU-Esan (W4)** Students should present draft and peer evaluation of the analysis of leader's qualities. **FJWU, Pakistan** Link 5 Collaborative project VC 5 Selected topic (Leadership) for Doing Business in Peru and Pakistan Format all in Zoom conference Link 6 Collaborative project presentations VC 6 Final Conclusions and Collaborative project presentations	**ECU:** presentation draft, meeting agenda, meeting minutes, team performance survey and peer evaluation. **FJWU, Pakistan** Discussion on the topics Link session 5: Synchronous June 11th Students will review business etiquette VC of 70 min Link session 6: Synchronous June 13th Students will review business environment VC of 70 min
13° June 17th -22nd	**Leadership Project ECU-Esan (W5)** Students should record and submit presentation of the analysis of selected leader's qualities. Feedback session	**ECU:** presentation and recording of leadership project (june 18th) Discussion on the topics Global Business Collaborative project
14° June 24th -29th	Debrief and Research assignment on Cross-cultural leadership Research Assignment Presentations on selected topics Article on Social Commerce (ue virtual)	Teams Presentations
15° July 1st - July 6th	Research Assignment Presentations Final Exam	Teams presentations

16° July 8th –13th	FINAL EXAMS

VIII. References

https://thegpe.org/gpe-resources/information-for-gu-students/

https://www.worldbusinessculture.com/country-profiles/

Cantoria, C. (2011) Ten Common Questions on Business Etiquette : A Project Manager's Resource Guide. Retrieved from: https://www.brighthubpm.com/resource-management/123656-project-managers-guide-to-business-etiquette-ten-things-you-need-to-know/

International Business Etiquette – definition and tips (n.d.). Retrieved from: https://businessculture.org/business-culture/business-etiquette/

E commerce Resources (at uevirtual)

Mobile E-Commerce in Peru, Euromonitor International, March 2020

E-Commerce in Peru, Euromonitor International, March 2020

Identifying Markets Best, Prepared for Sustained, E-Commerce Growth 2020

Coronavirus Pandemic One Year On: Polarisation, Characterises Consumer Markets

Reporte de industria: El e-Commerce en Perú 2019
https://asep.pe/wp-content/uploads/2019/08/Reporte-de-industria-del-eCommerce-Peru-2019-eBook.pdf

Reporte oficial de la industria ecommerce en Perú: crecimiento de Perú y Latinoamérica 2009-2019
https://www.inteligenciaparanegocios.com/wp-content/uploads/2020/02/Reporte-Oficial-de-la-Industria-Ecommerce-en-Peru.pdf

E-Commerce 2019
http://www.datum.com.pe/new_web_files/files/pdf/2019%20Ecommerce%202019.pdf

Análisis sobre el comercio electrónico en Latinoamérica y el Caribe

https://newsroom.mastercard.com/latin-america/files/2019/12/Whitepaper-Digital-Security-mastercard-ESP-simples-FINAL.pdf

Los cambios en el comportamiento del shopper
https://www.ipsos.com/sites/default/files/ct/publication/documents/2020-05/recalculando_shopper_.pdf
Leadership Resources

Different types of leadership styles

https://wisetoast.com/types-of-leadership-styles/

https://www.legacee.com/types-of-leadership-styles/

https://pestleanalysis.com/what-is-environmental-analysis/

https://saylordotorg.github.io/text_international-business/s12-03-international-expansion-entry-.html

10 Steps to Developing Your Leadership

https://www.psychologytoday.com/us/blog/cutting-edge-leadership/201502/10-steps-developing-your-leadership

Further readings:

Hajli, M (2013) "A research framework for social commerce adoption" . Information Management & Computer Security, Vol. 21 No. 3, 2013
pp. 144-154 q Emerald Group Publishing Limited, 0968-5227, DOI 10.1108/IMCS-04-2012-0024

Søderberg, A. Holden, N (2002) Rethinking Cross Cultural Management in a Globalizing Business World. International Journal of Cross Cultural 2002 Vol 2(1): 103–121 Management

IX Lab Support

Not necessary

X. Professor

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