



GLOBAL ENVIRONMENT FOR BUSINESS

August–December 2026

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I. General Information

Course Name	Global Environment for Business		
Requirement:	Intermediate English I/Technical English II	Course Code:	18420
Precedent:	None	Semester:	2026-2
Credits:	3	Term:	Vgp
Weekly hours:	4	Course Mode:	Remote - Synchronous
Careers	Specialty Elective: Administración y Negocios Internacionales Psicología	Course coordinator	Mariella Olivos 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 students with the knowledge and practice of working in virtual teams and with local and foreign students located in different countries. As well focus on the topics of the global environment for business, how management and international business are affected by the cultural context such as Leadership/ Strategy, Competition & Key Factors of Success and Market Segmentation & Consumer Analysis. Cases will be selected among e-commerce, Tourism, among others.

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 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.

Foreign Partners:

Universidad de La Salle (LSC)– Colombia - <https://lasalle.edu.co/es>

University of Tours – France - <https://international.univ-tours.fr/>

Ma Chung University – Indonesia - <https://machung.ac.id/>

There will be 18 linking sessions using videoconference (6 6 with each University, schedule is fixed and reflected on the contents of this syllabus, it's also in aula virtual). 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.

Core Student Requirements synchronous meetings for linking sessions

Colombian, France and Indonesian 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

Once finished linking with a country, a summary of the experience or overall impression of the partner country.

Current Events in Colombia and France and Indonesian: 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, France and Indonesia:

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.

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 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.

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) (70%), and the final exam (EF) (30%) which involves an integrated view on the course and the different challenges and projects.

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) 70%		
Evaluation Type	Description	%
Class Group Project	1-SDG project	20%
Class Attendance & Participation	Regular and punctual attendance. Active participation in group work and in class activities and assignments requested by the professor in advance	20%
Foreign Partner Collaborative Project	1 – Global Business Collaborative Project TBC (LSC, Colombia)	20%
	2 - Global Business Collaborative Project for example, TBC (UT, France)	20%
	3 - Global Business Collaborative Project for example, TBC (MCU, Indonesia)	20%

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

The final average (FA) is obtained as follows:

$$\mathbf{FA} = (0,70 \times \mathbf{PEA}) + (0,30 \times \mathbf{FE})$$

FA: Final Average

PEA: Permanent Evaluation Average

FE: Final Exam (Final Presentation of Global Business Experience)

I. Program Content

WEEK	CONTENT	ACTIVITIES/ ASSESMENT
1° From August 17 to 22	*Introduction and Methodology of the course. *Global Partners in Education Network Resources: https://thegpe.org • Register in the GPE website • Fill out the Pre-course Survey *Cultural differences in business practices in international *Country context for partners this semester: *Business environment/system in your country, the partners' countries textiles.	The Culture Map Each student will do research on the partner country (Colombia)
2° From August 24 to 29	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/	https://bharatmaps.gov.in/map.aspx?dtcode=021 In doing research on your partner's country, what did you find regarding the following issues?
3° From August 31 to September 5	Competitive Analysis PESTEL Analysis. How to conduct Environmental Analysis, Ref: https://pestleanalysis.com/what-is-environmental-analysis/ Doing Business in Peru and PESTEL Analysis "big picture" factors that might influence a decision, a market, or a potential new business.	Each student will do research on the partner country Students will review business environment

4° From September 7 to 12	Michael Porter five forces Other models for Business Strategy Entry Modes: franchise, turnkey, wholly owned subsidiaries, etc. <u>Preparation</u> Draft introduction and presentations for LSC link.	Each student will do research on a product and draft an entry mode plan.
5° From September 14 to 19	LSC and ESAN (Colombia and Peru) <u>Link 1 -LSC-Introduction to ESAN and LaSalle University students</u> VC1 Ice Breaker Format: All students in zoom Students Teams will be organized by the instructors <u>Link 2 -LSC-Business Etiquette and business environment</u> VC 2 Doing Business in Peru and Colombia Format: Discussion and Forum (via chat) both in zoom	Students should research on partner countries Link session 1: Synchronous Sept. 14, 2026 Students' introductions: Your interests, etc. Students will discuss in small groups VC of 70 min Link session 2: Synchronous Sept. 16, 2026 Students will review business etiquette. VC of 70 min
6° From September 21 to 26	<u>Link 3 -LSC-Business Environment and systems</u> VC 3 Globalization and partner economy Format Breakout rooms Selected Industry: The Impact and main challenges in the current context Comparison & Analysis in Peru and Colombia Textiles or other <u>Link 4 -LSC-Industry Business Environment</u>	Link session 3: Synchronous Sept. 21, 2026 Students will review business etiquette. VC of 70 min Draft: Global Business Collaborative project Link session 4: Synchronous Sept. 23, 2026 Students will review business environment

	Importance sectors and the impact in the country's development. collaborative project is TBC	VC of 70 min
7° From September 28 to October 3	<u>Link 5 -LSC-Discussion of chosen aspect in context of the selected industry</u> Aspect to be determined <u>Link 6 -LSC-Collaborative project presentations/Reflection</u> VC 6 Final Conclusions and Collaborative project presentations All students together in Class	Link session 5: Synchronous Sept. 28, 2026 Students will review leaders VC of 70 min Link session 6: Synchronous Sept. 30, 2026 Students will present project VC of 70 min GBC project 1 deadline: Monday Oct 4
8° From October 5 to 10	Feedback and Reflection <u>Preparation Review</u> introduction and presentations. UT and ESAN (France and Peru) <u>Link 1 -UT- Introduction to ESAN and U Tours students</u> VC1 Ice Breaker Format: All students in zoom Students Teams will be organized by the instructors	Exit Survey Students should research on partner countries Link session 1: Synchronous Oct. 7, 2026 Student introductions: Your interests, etc. Students will discuss in small groups one given dimension (Lifestyle, Flexibility, Organization, Communication, Independence, Recognition). VC of 70 min
9° From October 12 to 17	<u>Link 2 -UT- Business Etiquette and business environment</u> VC 2 Doing Business in Peru and France Format: Discussion and Forum (via chat) both in zoom	Link session 2: Synchronous Oct. 12, 2026 Students will review business etiquette VC of 70 min

	<u>Link 3 -UT- Business Environment</u> VC 3 Globalization and partner economy Format Breakout rooms Selected Industry: the Impact and main challenges in the current context Comparison & Analysis in selected sector in Peru and France TBD	Students should research on partner country (France) Link session 3: Synchronous Oct. 14, 2026 Students will review business environment VC of 70 min Draft: Global Business Collaborative project
10° From October 19 to 24	<u>Link 4 -UT- Discussion of chosen aspect in context of the selected industry</u> Important sectors and the impact on the country's development. <u>Link 5 -UT- Collaborative project</u> VC 5 TBD Format all in Zoom conference Will be launched some questions for being replied by each student Free time to reply	Link session 4: Synchronous Oct. 19, 2026 Students will review aspects of industry VC of 70 min Link session 5: Synchronous Oct. 21, 2026 Students will review projects VC of 70 min Discussion on the topics
11° From October 26 to 31	SDG project- Sustainable Development Goals Class Group Challenge	SDG Challenge Guide. SDG Challenge Workshop
12° From November 2 to 7	<u>Link 6 -UT- Collaborative project presentations/Reflection</u> VC 6 Final Conclusions and Collaborative project presentations MCU and ESAN (Indonesia and Peru) <u>Link 1: Introduction to ESAN and Ma Chang University students</u> VC1 Ice Breaker	Link session 6: Synchronous Nov. 2, 2026 Students will present project VC of 70 min Exit Survey Students should research on partner countries Link session 1: Synchronous Nov. 4, 2026

	Format: All students in zoom Students Teams will be organized by the instructors	Student introductions: Your interests, etc. Students will discuss in small groups VC of 70 min
13° From November 9 to 14	<u>Link 2- MCU- Business Etiquette and business environment</u> VC 2 Doing Business in Peru and Indonesia Format: Discussion and Forum (via chat) both in zoom <u>Link 3- MCU- Business Environment and systems</u> VC 3 Globalization and partner economy Format Breakout rooms Selected Industry: The Impact and main challenges in the current context Comparison & Analysis in Peru and Indonesia	Link session 2: Synchronous <u>Nov. 9, 2026</u> Students will review business etiquette. VC of 70 min Link session 3: Synchronous <u>Nov. 11, 2026</u> Students will review business etiquette. VC of 70 min Draft: Global Business Collaborative project
14° From November 16 to 21	<u>Link 4 – MCU - Industry Business Environment</u> Importance sectors and the impact in the country's development. collaborative project is Leadership. <u>Link 5 Discussion of chosen aspect in context of the selected industry</u> Aspect to be determined	Link session 4: Synchronous <u>Nov. 16, 2026</u> Students will review business environment VC of 70 min Link session 5: Synchronous <u>Nov. 18, 2026</u> Students will review leaders VC of 70 min
15° From November 23 to 28	<u>Link 6 Collaborative project presentations/Reflection</u> VC 6 Final Conclusions and Collaborative project presentations All students together in Class Collaboration Debrief:	Link session 6: Synchronous <u>Nov. 23, 2026</u> Students will present project VC of 70 min Summary and Surveys

		Global Business Collaborative project deadline: Nov. 25, 2026
16° From November 30 to December 5	FINAL EXAM WEEK / PRESENTATIONS	

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/>

Business environment Resources

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

Entry Modes

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

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

Course Syllabus for "Global Environment for Business"

IX Lab Support

Not necessary

X. Professor

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