



**MOS2285B 570**  
**Global Business Environment**  
**Winter 2026**

Instructor: Dr. Sergii Nevmerzhytskyi  
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**Course Information**

**Mode of Instruction:** In Person

**Calendar Description:**

This course examines the forces affecting businesses as they enter and operate in global markets. Students will learn theories and techniques which will help them understand how businesses decide where and when to enter markets and what makes a given location a good fit for their operations.

**Pre-requisite(s):** Business Administration 1220E.

**Anti-requisite(s):** MOS 1020A/B.

**Extra Information:** 3 hours.

**Course Weight:** 0.50

**Breadth:** CATEGORY A

**Subject Code:** MOS

Notice: Unless you have either the requisites for this course (fulfilment of pre-requisites, no anti-requisite conflicts), or special permission from your Dean to enrol in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.



## **SCHOOL OF MANAGEMENT, ECONOMICS AND MATHEMATICS**

### **MOS 2285B Global Business Environment Section 570**

**Mondays 2:30pm-5:30pm**

### **COURSE OUTLINE**

Professor: Sergii Nevmerzhytskyi  
Office: TBD  
Office hours Right after each class, or upon prior request  
Email: snevmerz@uwo.ca  
Mode of instruction: In-person

NOTE: Please email only from your Western email account and not from outside email addresses or your mail may be put into junk mail.

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### **OFFICE HOURS**

I will be available within 1 hour right after each class. Students can also arrange a meeting with me (zoom or in-person) upon prior request.

### **COURSE MATERIALS**

The course will combine lectures and other readings. Slides, articles and other relevant readings will be posted to OWL resources on regular basis. To guide us in our study, we will use the following text:

**Hamilton, Leslie & Webster, Philip, The International Business Environment 4th Edition, Oxford University Press. 2019**

**Hard Copy \$111.20  
E-Book \$57**

## **COURSE DESCRIPTION**

Management and Organizational Studies (MOS) 2285 examines the forces affecting businesses as they enter and operate in global markets. Students will learn theories and techniques which will help them understand how businesses decide where and when to enter markets and what makes a given location a good fit for their operations. The objective of the course is to introduce MOS students to the context of internationalization and the centrality of the multinational corporation (MNC) to the phenomenon of globalization.

This course represents an analytical bridge between a firm's decision to internationalize (which is a strategic decision and analyzed in MOS 4410) and a "how to" course on actually managing the internationalization process (MOS 4404). MOS 2285 asks and then helps answer the question "now that we have decided to internationalize – how do we determine the best place to go?" The decision as to how to internationalize is dependent upon where the firm intends to go. The decision whether to internationalize is often made without the understanding that not every country is a good fit with the needs of every firm. This course provides analytical tools to gain that understanding.

MOS 2285 examines the many factors within the global business environment that make one country more appropriate for locating operations than another. Emphasis is placed on the multinational corporation (MNC) as the central figure in the internationalization process but other, large entities such as governments and non-governmental organizations and systems and their affect on the attractiveness of a region are discussed. MOS 2285 will investigate the global forces that shape organizations as well as the organization's role or effect on our global society. The student will leave MOS 2285 with an appreciation of the diversity and complexity of the environment in which multinationals must make decisions that affect them and the country into which they enter.

## **LEARNING OUTCOMES**

Through the use of lectures, exams and group project, upon completion of this course students will be able to do the following:

- Understand various forces that impact decisions of corporations involved in international business activities.
- Differentiate social, economic, ecological, political, financial, market and other dimensions of doing business globally.
- Be able to assess and compare different countries and industries in terms of attractiveness for multinational corporations.
- Understand different modes of entry into diverse international markets available to corporations involved in international business activities.
- Understand the process of developing a system of ethical business practices that are appropriate for a given firm's internationalization activities

## **TEACHING METHODOLOGY AND EXPECTATIONS**

The course will combine lectures and other readings, in-class discussions, tests, and a group project. Group project presentations will be held in-class at the end of the course. Throughout the course you are expected to interact regularly with other students, and with me.

## **TECHNICAL REQUIREMENTS**

To be able to submit the assignments the students should have access to stable internet connection and a computer, laptop or tablet with office applications such as Microsoft Office or similar.

## **EVALUATION**

Student evaluation will consist of Class contribution, two in-class tests, a Group presentation and a peer evaluation using the following weights:

**Class contribution – 10%**

**Discussion questions – 10%**

**Test #1, in class - 25% - February 02**

**Test #2, in class - 25% - March 16**

**Group Presentations – 25% - March 30**

**Peer evaluation - 5%**

### Class discussions – Ongoing throughout the course – 10%

Though this course is lecture based, students will have plenty of opportunities to engage in discussions, comment on the presented information, respond to questions or ask questions themselves. Such student engagement will contribute to their class contribution grade. Attendance does not earn contribution marks – participation is required.

### Discussion questions – Ongoing throughout the course – 10%

Students must familiarize themselves with the lecture materials before the class and based on the materials can propose questions for the class discussion. The student proposing such question should provide a short rationale why they think the question is worth discussing in class. Students submitting questions will be accumulating points based on the quality and the number of submitted questions throughout the course. I will decide whether or not the question will be discussed in class depending on multiple factors, including the quality, relevance and importance of the question as well as the availability of time. Each question will award the student 1, 2, or 3 points. At the end of the course, the total points accumulated will be converted to a scale of 0-100%.

### Two in-class tests – 50% (25% each)

Tests can include multiple choice questions or short essay questions and will cover the information from the lectures. Tests will not be cumulative such that 1<sup>st</sup> test will test student learning from the first half of the course and 2<sup>nd</sup> test will evaluate student learning from the 2<sup>nd</sup> half of the course.

### Group presentations (25% of final grade)

Student groups (3-5 students per group) will choose a country or a region which they would like to analyse using the tools and knowledge learned during the lectures. As result, each group should make an analysis whether the selected country is an attractive business destination for the *selected* multinational corporation. Groups will present their finding at the end of the course.

### Peer evaluation (5% of final grade)

Following the completion of the group presentation, students will submit evaluation of their peers from the same group. You will have to evaluate your peers on parameters of cooperativeness, reliability, input into the group project, creativity etc. This evaluation component should encourage student cooperation when working on the group project.

ELECTRONIC COPIES OF PRESENTATION SLIDES - Due 24 hours before your presentation.

Evaluation of your presentation will be based primarily on the quality of research and content (quality of analysis, application of theory, conclusions and arguments). I will also evaluate the style and quality of your presentation.

## LECTURE AND EXAMINATION SCHEDULE

See appendix at the end of this document.

## SPECIFIC COURSE POLICIES

### *Requirement to complete all evaluation components*

Students are expected to **complete all required evaluation components in order to receive a passing grade in this course**. Students must earn a passing mark on their individual work to pass the course. If you receive a failing mark on the individual work and a passing grade on the group report, you will not pass the course and be assigned a grade based only on your individual work. Students must pass and complete all tests/assignments/presentations as they are designed, to pass the course.

### *Late submission discount*

Students not submitting their assignments on time or not taking the test on time will be penalized by the late submission discount. Each week of delay with completing the required test will result in 20% discount. Each day of delay with presentation submission will result in 10% discount. Students who missed the deadlines on their assignments for the valid reason and are able to provide evidence of such valid reason should contact me immediately in order remove late submission discount. Missing the deadline and contacting me at only the end of the course will be too late to remove the late submission discount.

### **Requirement to attend 70% of the classes**

**Students must attend at least 70% of the classes and student attendance will be checked during each class.** Failing to meet the attendance threshold would result in failure of the course. Medical, compassionate, religious, or extra-curricular grounds for missing classes which

correspond to King's College accommodations policies need to be communicated to the professor in a timely manner.

***Statement on use of electronic devices***

Unless you have some sort of emergency situation, you will have no need to use any sort of electronic communication device (i.e. cell phone or laptop) in class. Using communication devices in class is rude and distracting and develops poor listening habits that can hurt you and your colleagues in the class and in the business world. If I see you using communication devices in class I may call you out and ask for explanation. If I feel you have been engaged in this activity too many times you may be asked to leave the class.

## APPENDIX

### MOS 2285B / Section 570

Sergii Nevmerzhytskyi

#### Session Schedule

Mondays, 2:30pm-5:30pm

Class	Date	Lecture	Activity/ Assignment	Reading
1	Jan. 05	Introduction. Globalization		Chpt. 1
2	Jan. 12	Global Economy and Industries.		Chpt. 2-3
3	Jan. 19	PEST factors		Chpt. 4
4	Jan. 26	Country attractiveness		Chpt. 6
5	Feb. 02		TEST #1	
6	Feb. 09	MNEs and new markets entry		Slides
7	Feb. 16	<i>READING WEEK- NO CLASS</i>		
8	Feb. 23	Global trade and finance		Chpt. 11
9	Mar. 02	Corporate Social Responsibility		Chpt. 5
10	Mar. 09	Ethics, Technology and Ecology		Ch. 8, 12
11	Mar. 16		TEST #2	
12	Mar. 23	NO CLASS. FINALIZE YOUR PROJECTS		
13	Mar. 30		PRESENTATIONS	
14	Apr. 06	EASTER MONDAY		

# KING'S UNIVERSITY COLLEGE

## GENERAL COURSE POLICIES

### 2025-2026

#### **1. Academic Accommodations, Consideration for Absences**

##### **Academic Accommodation (Accessibility)**

Accessibility Services works to ensure that academic programs are accessible to all students, and supports students who may have a condition related to, but not limited to, vision, hearing, mobility, different ways of learning, mental health, chronic illnesses, chronic pain, autism spectrum disorder, ADD/ADHD, and temporary conditions (beyond short-term academic consideration). Accessibility Services provides recommendations for accommodation based on medical documentation or psychological and cognitive assessment. The accommodation policy can be found here [Academic Accommodation for Students with Disabilities](#). Information on Accessibility Services at King's can be found [here](#).

##### **Academic Consideration for Student Absence**

If a student is unable to meet a course requirement due to substantial but temporary extenuating circumstances (medical or compassionate), they should follow the procedures below.

In some cases, where instructors have built flexibility into their assessments, this flexibility will already address consideration needs.

Requests for academic consideration should be directed to the Academic Advising Office of your faculty/college of registration. Requests must be made as soon as possible and no later than 48 hours after the missed assessment.

As a rule, documentation is required for academic consideration. For academic consideration requests on medical grounds, the Student Medical Certificate is available at [https://www.kings.uwo.ca/kings/assets/File/currentStudents/courses\\_enrollment/exams\\_and\\_tests/SMC-Feb-2025.pdf](https://www.kings.uwo.ca/kings/assets/File/currentStudents/courses_enrollment/exams_and_tests/SMC-Feb-2025.pdf).

Students are permitted one academic consideration request without supporting documentation per term per course.

Instructors may designate one assessment per half-course weight as requiring formal supporting documentation. Please refer to the course outline for each course.

For further information, please see:

[https://uwo.ca/univsec/pdf/academic\\_policies/appeals/academic\\_consideration\\_Sep24.pdf](https://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf)

##### **Absences from Final Examinations**

If you miss the Final Exam, contact the Academic Advising Office of your faculty/college of registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, or more than 3 exams in a 47-hour period).

If a student fails to write a scheduled Special Examination, the date of the next Special Examination (if granted) normally will be the scheduled date for the final exam the next time this course is offered. The maximum course load for that term will be reduced by the credit of the course(s) for which the final examination has been deferred. See the Academic Calendar for details (under [Special Examinations](#)).

## **Religious Accommodation**

Students should consult the University's list of recognized religious holidays, and should give notice in writing to the instructor and Academic Advising Office if a course requirement will be affected by a religious holiday/observance. Notice must be given as early as possible, and no later than two weeks prior to an examination, and one week prior to a midterm test date. It is the responsibility of such students to inform themselves concerning the work done in classes from which they are absent and to take appropriate action.

## **2. Support Services**

Accessibility, Counselling and Student Development at King’s University College:

<https://www.kings.uwo.ca/current-students/student-services/>

Students experiencing emotional or mental health distress can access services at King’s University College: <http://www.kings.uwo.ca/current-students/campus-services/student-support-services/personal-counselling/>

Good2talk is a good online and phone 24/7 resource for students and is available in English, Mandarin, and French: <https://good2talk.ca>, 1-866-925-5454

MentalHealth@Western provides a complete list of options about how to obtain help:

[https://www.uwo.ca/health/mental\\_wellbeing/](https://www.uwo.ca/health/mental_wellbeing/)

Academic Support Services at King’s University College:

<https://www.kings.uwo.ca/current-students/academic-resources/>

### **GBSV Support:**

King’s is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts at:

<https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

You can reach someone supports at Kings by emailing [Care@kings.uwo.ca](mailto:Care@kings.uwo.ca) or calling 519-930-4640 to reach a social worker who can offer help.

You can also reach Western’s Gender-Based Violence & Survivor Support Case Manager by [email](#) or by calling 519-661-3568.

Further supports can be found on this website: <https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

See also [https://www.uwo.ca/health/student\\_support/survivor\\_support/get-help.html](https://www.uwo.ca/health/student_support/survivor_support/get-help.html)

University Students' Council offers many valuable support services for students, including the health insurance plan: <http://westernusc.ca/services/>

### 3. Statement on Use of Electronic Devices

**Use of Electronic Devices:** Unless explicitly stated otherwise, you are not allowed to have a cell phone, or any other electronic device, with you during tests or examinations. Unauthorized possession of such a device during a test or examination constitutes an academic offence.

**Use of Laptops, Tablets, and Smartphones in the Classroom:** King's University College at Western University acknowledges the integration of new technologies and learning methods into the curriculum. The use of electronic devices such as laptop computers, tablets, or smartphones can contribute to student engagement and effective learning. At the same time, King's recognizes that instructors and students share jointly the responsibility to establish and maintain a respectful classroom environment conducive to learning.

The use of electronic devices by students during lectures, seminars, labs, etc., shall be for matters related to the course at hand only. Students found to be using electronic devices for purposes not directly related to the class may be subject to sanctions under the Student Code of Conduct; see <https://www.kings.uwo.ca/current-students/student-affairs/code-of-student-conduct1/>

Inappropriate use of electronics (e.g., laptops, tablets, smartphones) during lectures, seminars, labs, etc., creates a significant disruption. As a consequence, instructors may choose to limit the use of electronic devices in these settings. In addition, in order to provide a safe classroom environment, students attending in-person class sessions are strongly advised to operate laptops with batteries rather than power cords.

### 4. Statement on Academic Offences

King's is committed to academic integrity. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, is posted at

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

It is expected that students will submit work that is truly their own, completed without external assistance (human or artificial) except as explicitly permitted by the course instructor. Check with your instructor on what tools, including generative AI (ChatGPT, translation tools, grammar-checking tools) are permitted in the course. Because a tool is permitted in one course, that does not mean it is permitted in other courses.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system; see <https://elearningtoolkit.uwo.ca/tools/Originality Reports - TurnItIn.html>.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

### **5. Copyright of Course Material**

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member. Unauthorized sharing of class content is subject to academic discipline.

Similarly, students own copyright in their own original papers and exam essays. If a faculty member wishes to post a student's answers or papers on the course website, they should ask for the student's written permission.

### **6. Use of Recordings**

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation and/or the participant has the prior written permission of the instructor. Unauthorized recording and/or sharing of class content is subject to academic discipline.

### **7. Policy on Attendance**

Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean of the Faculty offering the course, after due warning has been given. On the recommendation of the department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course.