# Green Spartan helmet logo followed by the words Broad College of Business Michigan State UniversityDepartment of FINANCE

Business, Culture, and Sustainability in Merida Mexico Winter/Spring 2024 Syllabus

Course Number: IBUS 393

Credit Hours: 3

Course Modality: Hybrid –Includes one orientation session, two on-campus academic sessions, and four asynchronous sessions on D2L prior to departure for Mexico. At the center of our class are 10 days/9 nights on site in Mexico.

Course meeting days and time: Dates and times are listed below.

Course location: See course modality above. Location of on campus sessions TBA.

Course website address (D2L url)

### Instructor Information

| Instructor | We do not have a graduate assistant for our program. We do have an on-site (in Mexico) program assistant.  |
| --- | --- |
| Name: Paulette L. Stenzel, Professor Emerita of International Business Law and Sustainability. (she/her) In Mexico, you may address me as “Professor,” “Professor Stenzel,” or “Profesora.” In Mexican society, it is highly inappropriate for a student to address a professor by first name. We will observe that expectation during our program among ourselves. 😊 |  Name: Sr. Carlos Sosa Estrada. (he/him)We do not have a student graduate assistant. Our on-site program coordinator will serve as Professor Stenzel’s assistant while on site in Mexico.You should address him as Señor Sosa. See my comment at the left.  |
| Office: 309 Eppley on campus. None in Mexico |  No onsite office in Mexico.  |
| Office hours: On campus before and after our days in Mexico, you may request a meeting with me via email at stenzel@msu.edu. I will answer within 48 hours. I will respond with options for us to meet via Zoom. Do not leave voicemail messages for me. While in Mexico, I will see you for many hours each day. Contact me via cell phone (use a text if I do not answer, NOT voicemail) or in person, and we will choose a mutually convenient time and place to talk privately.  | Shortly before departure, I will share Sr. Sosa’s cell phone number with you for use while in Mexico.  |
| Phone: At our orientation session, I will share my cell phone number for use in Mexico. | Phone: Prior to departure for Mexico, I will share Sr. Sosa’s cell phone number for use in Mexico. |
| E-mail: stenzel@msu.edu | Use a text message to contact Sr. Sosa instead of email.  |

## Additional information about Professor Stenzel.

Paulette L. Stenzel is Professor Emerita of International Business Law and Sustainability in the Broad College of Business. She has been going to Mexico since she was 17 years old, and she has a deep love for Mexico’s people and the country of Mexico. She was a Spanish and French teacher before earning her law degree, and she has used her Spanish throughout her career. She has led various study abroad programs for MSU since 1997, she and has done extensive research in Mexico and Guatemala. Additionally, she has conducted research in Nicaragua, Ecuador, Cuba, and Tanzania. She is the advisor to the Spartan Global Development Fund registered student organization (SGDF) and is a member of Board of Directors SGDF’s non-profit 501(c)(3) companion organization.

## Additional information about Senor Sosa

Señor Sosa is a native Mexican and life-long resident of the Yucatán. He has worked with Professor Stenzel since 1997 in various Education Abroad programs in Merida. He has worked with hundreds of students from other U.S. universities while they were studying in the Yucatan. He is deeply knowledgeable about the culture of the Mayan people, the history and archeology of the Yucatan, the natural environment of Mexico, and small businesses.

### Course Description

This course **requires active participation in an orientation session, four** asynchronous sessions, a ten day/nine**-**night Education Abroad experience in Mexico, and **two** follow up in-person sessions on MSU’s campus. We will explore Mexican history, culture, and politics; Businesses in Mexico; Trade agreements and Mexico; and Sustainability through the lens of the Triple Bottom Line as well as the grassroots tools of sustainability.

### Prerequisites:

There are no course prerequisites. Applicants should have a minimum 3.0 GPA. In addition, each applicant must complete a short questionnaire and submit a short (directed) essay about his or her interests. Professor Stenzel will interview each applicant via Zoom. Before November 1, 2024, priority will be given to students enrolled in the Eli Broad College of Business or who are active members of the Spartan Global Development RSO ([www.spartanglobalfund.org](http://www.spartanglobalfund.org)). On and after November 1, 2024, applications from students enrolled in other MSU colleges will be considered. For logistical reasons, this program is limited to 16 students.

### Required Textbook & Course Materials

* *Required:* Before our first on-campus meeting, you must purchase a spiral-bound notebook with lined pages for use during our on-campus sessions and in Mexico. I recommend one with a hard cover that will fit into the bag or backpack you plan to carry in Mexico.
* *Required: Magic Made in Mexico* by Johanna Van de Gracht de Rosado. Parts II and III of this book are required reading. The purchase of this book is included in your program fee. Professor Stenzel will distribute the book at our orientation session.
* *Required:* PowerPoints presented in asynchronous or in-person sessions, selected short videos (under 15 minutes) and selected readings will be posted on D2L. No purchase required.

### Recommended Texts & Other Materials

Part I of *Magic Made in Mexico* by Johanna Van de Gracht de Rosado is recommended and strongly encouraged.

### Required Technologies

You need the following for this course:

* While on campus: You need a reliable web browser
	+ [Browser/mobile support for D2L](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)
* While on campus: You need reliable Internet
	+ For most course activities, 25 Mbps should be a sufficient internet speed, please refer to this [guide for internet speed](https://broadbandnow.com/guides/how-much-internet-speed-do-i-need) for more information.
	+ If you encounter internet connectivity issues while completing an assignment or submitting an assignment, please contact the instructor via email immediately.
	+ If you are on campus, ensure that you are [connected to the ‘MSUnet 3.0’ network](https://youtu.be/ypPxoYU8xSs?si=_yj82vjODlxUx9Ja) & have [disabled random MAC addresses](https://dhcp.msu.edu/help/randommac.html)
* You must submit your assignments in Word Document (WordDoc) format. You may NOT use pdf or other software programs. If you submit an assignment in another format, you will lose points each day until you resubmit it as a Word Document.
* You must use your notebook (see above) to take notes by hand during site visits in Mexico.
* While in Mexico, I expect and hope that we will have access to the Internet from our hotels in Merida and Campeche, but I cannot guarantee it. You will probably NOT have access to the Internet during our daily outings and during our nights in Rio Lagartos and Ek Balam. Therefore, I strongly encourage you to download readings from D2L to your computer BEFORE our departure for Mexico.

### Course platforms/Structure

This course will be delivered in a hybrid mode. See below for the dates for in-person on-campus sessions and our in-person days in Mexico. Required videos and readings for our four asynchronous sessions (as described below) will on or linked to our D2L site.

**COVID Policy**

All persons on campus at any time will be required to abide by all MSU COVID-19 directives as outlined on the [MSU Together We Will site](https://msu.edu/together-we-will/directives.html?utm_source=reopening-email&utm_medium=email&utm_campaign=faculty-staff)

## Instructional Objectives

After successfully completing this course:

1. Students will have a through introduction to Mexico’s business climate, types of businesses in Mexico, and international law (NAFTA and USMCA) related to trade between the U.S. and Mexico such that they will have the background necessary to consider doing business in Mexico or with a Mexican company.
2. Students will have a basic understanding of the concept of the Triple Bottom Line (TBL) and the grassroots tools of sustainable development. Those tools include fair trade, cooperatives, B-Labe certification, and microfinance. Students will have sufficient understanding of these concepts and tools to apply them to business in Mexico. As a result, students will be able to think more deeply about sustainability in Mexico and throughout the world.
3. Students will learn about the political climate in Mexico as it affects business. They will be informed about key historical events in the history of Mexico (generally) and the Yucatan, more specifically, This knowledge will prepare them to consider doing business in Mexico or with a Mexican company, particularly in the Yucatan.
4. Students will also gain in-depth experience within the culture of the Yucatan of Mexico including food, music, clothing. They will have an opportunity to interact with hosts at our various site visits. Special opportunities will be offered such as dinners prepared by Mayan women in Los Laureles and Ek Balam, as well as an evening of interaction with the young Mayans of the village of X’canche. This will give them a tools to begin to understand and interact with people from Mexico as well as other cultures other than their own.

Students will meet the course objectives through the following actions:

* Attend and participate actively in our orientation session prior to our Mexico trip and two sessions on campus after our days in Mexico.
* Complete assignments listed below on this syllabus.
* Read the book *Magic Made in Mexico* and assigned readings for each of our four units.
* Interactions with hosts and speakers in Mexico as well as Professor Stenzel (who has studied Mexican business, culture and sustainability during most of her professional life) and Sr. Carlos Sosa, our on-site program assistant.
* Daily travel in Mexico, allowing students to interact informally with Mexicans and observe life in Mexico.
* Visits to cultural and historical sites.
* Opportunities for reflection will take place formally each day in a talk and discussion session led by Professor Stenzel.
* We will hold two post-trip in-person sessions. At one, Guanglong Pang, Assistant Director of Education Abroad and Global Engagement for the Broad College of Business and Professor Stenzel will work together for “un-packing.”
* Additionally, each student will write two “blog style” reflection pieces upon return to the U.S. Each will present one or both to the entire group at our final session on January 26, 2025. Thus, they will reflect and learn with each other.

## Course Outline/Schedule : Assessments and Important Dates to Remember

* See Addendum A to this syllabus: Dates for Sessions and Assignments.
* See Addendum B to this syllabus: Itinerary for our days in Mexico.
* All the dates and assignments are tentative and can be changed at the discretion of the professor and to meet the needs of our guest speakers and hosts in Mexico.

**There is NO final exam in this course.**

### Proctoring Arrangements

There are no exams in this class. Therefore, we will not have proctors.

## Grading Policy and Grade Determination: See the charts below for a list of Assignments, points assigned to each assignment or requirement (such as participation), and grading scale.

### Graded Course Activities: Assignments, Participation, and Professional Comportment

Education abroad demands flexibility. To that end, assignments listed on your Addendum A (Assignment list) and dates and site visits listed on Addendum B (itinerary) are tentative, and they can be changed at the discretion of the professor and to meet the needs of hosts in Mexico. All changes will be communicated to students by voice or email as soon as is practicable and in a format as is possible under the circumstances.

**Notice: All the dates and assignments are tentative and can be changed at the discretion of the professor.**

 Before and after our days on campus, I will notify students of any changes via D2L announcements. While in Mexico, announcements will be by voice during our time together. I cannot promise to make the announcements on D2L while we are in Mexico because I cannot guarantee access to the Internet.

 **Policy regarding late submission of any written assignment:**

**You will lose 10% of the total available points for the assignment for each calendar day or portion of a calendar day that it is “late.” For example, if an assignment is ten minutes late, that is a portion of a calendar day, and the penalty is 10%.**

|  |  |
| --- | --- |
| Assignments: See Appendix A for due dates.  | Evaluation-Possible points |
| Complete Office of Education Abroad online orientation. See Appendix A for the due date. . Education Abroad will notify Professor Stenzel that you have completed this.  | 5 |
| Complete and sign “Syllabus Signature Page”– last two pages of this syllabus. Submit on D2L  | 5 |
| “Getting to Know You Questionnaire.” Submit on D2L See Appendix A for the due date. . | 5 |
| Read parts II and III in Magic Made in Mexico and submit “take-aways” | 20 |
| Take notes on paper each day during Mexico group discussions, activities, and site visits. Days ##2-9 (ten days) 5 points per day. While in Mexico, be prepared to show your notebook to Prof. Stenzel to confirm completion.  | 40 |
| Submit completed post-Mexico trip questionnaire. Submit on D2L See Appendix A for the due date. . | 25 |
| Submit drafts of blog-style reflections. See Appendix A for details and due dates. 25 points each possible. See Appendix A for the due date. . | 50 |
| Finalized blog-style pieces. See Appendix A for details and due dates. 50 points each possible. See Appendix A for the due date. . | 100 |
| Oral presentation of your blog-style pieces at our final session on January26, 2025. | 15  |
|  Subtotal - possible points for Written Assignments and oral presentation.  | 265 |

|  |  |
| --- | --- |
| Participation and Professional Comportment See Addendum B – Itinerary --for dates. | Evaluation – Possible Points |
| Attend and participate actively in orientation session. | 10 |
| Prepare all assigned materials (read materials and carefully watch asynchronous Zoom session for each of four units. See above for the topics. See assignment sheet regarding the required written submission covering each of the four sessions. You will submit a document covers the four sessions plus readings and some “take aways” and questions you will prepare. See Appendix A for the due date. . | 80 |
| Arrive on time and exhibit professional comportment. Days ##1 & 11 (travel days) (5 points each day)  | 10 |
| Arrive on time, exhibit professional comportment, and actively participate in all group activities each day in Mexico- Days ## 2-8 (10 points each)  | 80 |
| Arrive on time and actively participate in each of two post-Mexico meetings in East Lansing. 10 points each (Note: Additional points are attached to your presentation of your blogs/essays during our final sessions.)  | 20 |
|  Subtotal for Participation and Professional Comportment | 200 |
| **Total possible points for course:** **Assignments, Participation, and Professional Comportment.**  | 465 |

### Grading Policies: Content/Writing Mechanics/Reconsideration of Score/Grading Scale:

**Writing content**

Below on the left are the primary intellectual criteria used to evaluate the content of your paper. The words or phrases to the right indicate a deficiency.

clear—unclear, awkward

good transitions --lacks transitions

precise—vague

complete—incomplete

relevant—irrelevant

accurate—inaccurate or overstatement

in-depth—lacks depth

thorough -- perfunctory (insufficient effort or reflection)

logical—not logical

insightful—lacks insight

well organized—poorly organized

internally consistent—inconsistent

**Writing mechanics**

For multiple writing (mechanics) errors, you will lose up to 20% of the total available points on a written assignment. You must practice skills taught in elementary, secondary, and university studies. Here is a list of kinds of CORRECT writing skills (mechanics) you must exhibit in written assignments

spelling

grammar

complete sentences

(correct use of) vocabulary

punctuation

proofreading

paragraph division \

capitalization

**Reconsideration of a score**

Any request for reconsideration of a score must be submitted in writing via email to Professor Stenzel within five calendar days (not class days) following the date when the score is made available to you online.

**Grading Scale**

The table below describes the relationships between grades and percentages. The first column describes the grade. The second column describes the percentage range associated with that grade.

| Grade | Percentage |
| --- | --- |
| 4.0 | 93% - 100% |
| 3.5 | 87% - 92.99%  |
| 3.0  | 81.00% – 86.99% |
| 2.5 | 75.00% – 80.99% |
| 2.0 | 69.00% – 74.99 |
| 1.5 | 63.00% – 68.99 |
| 1.0 | 57.00% – 62.99% |
| 0.0 | 56.99% & lower |

## Attendance Policy

Points are assigned for participation in each session. See the chart above entitled “Participation and Professional Comportment.

If you must miss a session on campus or in Mexico, I will apply the standards set out in the [MSU Final Exam Policy](https://reg.msu.edu/ROInfo/Calendar/FinalExam.aspx) . Feeling ill because you stayed out all night or overconsumed alcohol is not a valid reason to miss a session. If you meet the criteria in the Final Exam Policy for missing a session, I will provide a make-up assignment/opportunity for you. If you cannot meet a deadline for submission of an assignment, I will apply that same policy as I consider your request for an extension.

Note that our asynchronous sessions before departure for Mexico allow you to choose the dates and times you will complete them up to the deadline give on Appendix A to this syllabus.

Note to Rich Spreng. Natalie Vandepol says I need to specify what we will do for an online course should we be required to move all instruction online. Please advise me on what to state here, if anything. If we cannot go to Mexico because of an epidemic or similar catastrophe, I cannot imagine that we would run the course.

**Webcam policy.**

Due to the nature of our course, the majority of which takes place in person in Mexico, we will not be using Webcams for our sessions.

### Learning Continuity Statement:

### If a student experiences a prolonged absence due to life circumstances, the student should email Professor Stenzel as soon as is physically possible to advise her regarding the situation and to obtain Professor Stenzel’s approval of a plan to complete the course or arrange for an Incomplete. Some deadlines might be modified to adjust for prolonged absence.

### Course Continuity Statement:

Because this course is centered on an Education Abroad Program in Mexico and our program is condensed into a short period of time, your instructor (Professor Stenzel) will work with the MSU Education Abroad office to provide a plan for continuity if she (Professor Stenzel) should be required to be absent for an extended period of time.

## Academic Honesty: The All-University Policy on Integrity of Scholarship and Grades:

All participants in this class are held to the standard set by MSU’s Policy on Integrity of Scholarship and Grades. The policy can be read in full at the [MSU Ombudsperson’s website](http://splife.studentlife.msu.edu/regulations/selected/integrity-of-scholarship-and-grades)

### Eli Broad College of Business Honor Code

In addition to MSU policies, all students are expected to comply with the [Broad College Undergraduate Honor Code](https://broad.msu.edu/undergraduate/policies/honor-code/) or the FTMBA Honor Code.

Students who violate the Broad Honor Code may receive a grade penalty determined by the instructor and guided by the Dean of Students Academic Dishonesty Report (ADR) process.

If a student receives a second ADR, in addition to any associated penalty grade, a Broad student (defined as Business Preference, Broad Admit, or any student admitted to a Broad College of Business major) could face an additional sanction (in accordance with Article 7.6 of MSU’s Student Rights and Responsibilities document) including but not limited to:

* University Probationary status.
* Denial of admission to the Broad College of Business if currently a Business Preference student.
* Dismissal from the Broad College of Business if currently a Broad Admit or are coded in any of the Broad majors.

### Spartan Code of Honor:

On March 22, 2016, The Associated Students of Michigan State University (ASMSU) adopted the following Spartan Code of Honor:

“As a Spartan, I will strive to uphold values of the highest ethical standard. I will practice honesty in my work, foster honesty in my peers, and take pride in knowing that honor is worth more than grades. I will carry these values beyond my time as a student at Michigan State University, continuing the endeavor to build personal integrity in all that I do.”

### Generative A.I. Statement

The use of generative AI tools (such as ChatGPT, DALL-E, etc.) is not permitted in this class; therefore, any use of AI tools for work in this class may be considered a violation of Michigan State University’s policy on[academic integrity](https://ombud.msu.edu/resources-self-help/academic-integrity), the [Spartan Code of Honor Academic Pledge](https://spartanexperiences.msu.edu/about/handbook/spartan-code-of-honor-academic-pledge/index.html) and[Student Rights and Responsibilities](https://spartanexperiences.msu.edu/about/handbook/student-rights-responsibilities/index.html), since the work is not your own. The use of unauthorized AI tools will result in *[insert the penalty here\*].*

## MSU COVID-19 Directives

COVID-19 information: This class will abide by all MSU directives concerning health and safety regarding COVID-19. Specifically, all students and instructors in this course will adhere to policies as detailed on [Together We Will](https://msu.edu/together-we-will/directives.html).

**Self-Monitoring & Exposure to COVID-19**. If feeling ill, students should contact MSU's COVID-19 hotline at 855-958-2678 or contact their health care provider. Faculty and staff should contact their primary care physician.

**Health and Safety Compliance and reporting**. Those who come to MSU facilities must commit to the personal responsibility necessary for us to remain as safe as possible, including following the specific guidelines outlined in this syllabus and provided by MSU more broadly. There may be times when action will be necessary to reinforce expectations.

This classroom will be cleaned daily. Students are welcome to use disinfectant wipes to wipe shared surfaces. Students should keep personal items (e.g. cell phones, laptops, books, etc.) to themselves and clean.

The following two pages constitute your “Syllabus Signature Page” which must be submitted on D2L. See Addendum A to your syllabus for the due date and time.

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 **Student’s name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_**

**Submit this page and the following page to the appropriate assignment folder on D2L. Do not submit the entire syllabus. If you submit the entire syllabus, you will lose one point from your score. See Addendum A to your syllabus for the due date.**

**Syllabus Signature Page**

Course: IBUS 393/ Business, Culture, and Sustainability in Merida, Mexico. January 2025. Professor Paulette L. Stenzel

1. **Initial each of the following FOUR statements in the space provided to the left of each:**
2. \_\_\_\_\_\_I acknowledge that I received and carefully read the course **Syllabus, Addendum A, and Addendum B) for IBUS 393 Business, Culture, and Sustainability in Merida, Mexico.** I understand all course requirements and policies described in the syllabus and addendum unless I have written a note in the space provided in item # II. 3. below.\*
3. \_\_\_\_\_\_I understand that my participation and conduct in this course are key contributors to my success and the success of our learning community.
4. \_\_\_\_\_\_\_I pledge to come to class prepared and to always conduct myself in a professional fashion, as detailed in the Broad College Honor Code.
5. \_\_\_\_\_\_\_ I understand that I must submit all assignments using the Word Document (WordDoc) format. Other formats such as PDF will NOT be accepted.
6. **For each of the following five items, indicate the correct answer.**
7. This class is graded in the following way:

 Curved grading: \_\_\_\_\_\_\_ Straight scale: \_\_\_\_\_\_\_\_

1. If I want Professor Stenzel to reconsider scoring or grading on any assignment in this class, I must submit my request to her via email within

\_\_\_\_\_\_\_\_\_ calendar days following the date when feedback is made available to me.

(Insert number above)

1. I have reviewed the list of Assignments and Points on the syllabus. I understand that, for late submission of any written assignment, I will lose

\_\_\_\_\_\_\_\_\_\_\_\_\_\_%\_ (percentage) of the total available points for that assignment for each calendar day or portion of a calendar day that it is late.

1. I understand that up to \_\_\_\_\_\_\_\_\_\_\_% (percentage) of the total available points will be deducted from my total score for a written assignment if I have multiple writing (mechanics) errors.

\*5. Initial one of the following statements. If you choose #2, write your question(s). Professor Stenzel will respond to your question in the feedback section for this assignment on D2L.

\_\_\_\_\_\_\_\_\_1. I have no questions about the syllabus, Addendum A, and Addendum B.

(initials)

\_\_\_\_\_\_\_\_ 2. I have one or more questions about the syllabus, Addendum A, and Addendum B. I

(initials) Here is (are) my question(s):