**Managing in a Global Economy**

**MASY1-GC 1200 | 103 | Fall 2023 | 9/7/2023 - 12/14/2023 | 3 Credits**

**Modality:** In-Person

**Course Site URL:** <https://brightspace.nyu.edu>

**General Course Information**

**Name/Title:** Jimmy Pang, Adjunct Instructor,

**NYU Email:** jyp2@nyu.edu

**Class Meeting Schedule:** 9/07/2023 - 12/14/2023 | Thursdays | 02:00 pm - 04:35 pm

**Class Location:** TBD

**Office Hours:** After Thurs class until 5:15pm. By appointment on other day(s).

**Description**

This course examines three facets of a modern economy; markets, government, and international trade, and explores the connections among them. The course covers economic principles that power global businesses and organizations today and discusses how modern economies, markets and governments are no longer contained within national boundaries. Upon completion of this course, students learn how a market-based economy operates in today's global environment.

**Prerequisites**

N/A

**Learning Outcomes**

At the conclusion of this course, students will be able to:

* Evaluate stakeholders across different global markets to understand markets, supply chain, and products
* Assess the internal economic drivers that compel organizations to operate and compete globally
* Analyze the impact of cultural differences in implementing a business strategy
* Analyze an enterprise strategy based on managerial roles and responsibilities
* Assess organizational challenges to manage across corporate and national boundaries in order to identify strategic opportunities

**Communication Methods**

Be sure to turn on your [NYU Brightspace notifications](https://www.nyu.edu/servicelink/KB0018507) and frequently check the “Announcements” section of the course site. This will be the primary method I use to communicate information critical to your success in the course. To contact me, send me an email. I will respond within 24 hours.

Credit students must use their NYU email to communicate. Non-degree students do not have NYU email addresses. Brightspace course mail supports student privacy and FERPA guidelines. The instructor will use the NYU email address to communicate with students. All email inquiries will be answered within 24 hours.

**Structure | Method | Modality**

There are 14 session topics in this course.

This course is In-person and will meet once a week on Thursday. Brightspace is the learning management system we use for assignments, announcements and emails. Students are expected to check e-mail and Brightspace for announcements concerning assignments, class changes or cancellations, and other important information. The course will involve lecture/discussions and case studies. Assessment is based upon class participation, quizzes, mid-term project, and final project. Course materials can be accessed from the course site in [NYU Brightspace](https://brightspace.nyu.edu/).

**Expectations**

Learning Environment

You play an important role in creating and sustaining an intellectually rigorous and inclusive classroom culture. Respectful engagement, diverse thinking, and our lived experiences are central to this course and enrich our learning community.

Participation

You are integral to the learning experience in this class. As a student in this course, you are expected to complete all readings, be prepared to debate and discuss material for the course, practice critical thinking and build your understanding of the material. Should there be any research assignments or various individual or group work assigned, students should strive to apply course content. It is critical to be punctual to start the class session on time.

**“Morning Meeting” - Current Events, Latest Insights or Ideas**

We will start each class Lesson with a short review of current global events potentially impacting industries and companies. This is a common component of many teams, including large financial companies, such as daily “Morning Meeting’s/calls. For lectures, there will be a review of the week’s headlines and application of this news relating to the course content.

Each student will choose an industry to study in-depth from the following link: <https://en.wikipedia.org/wiki/Global_Industry_Classification_Standard>

You are expected to share, in a brief (three-minute max) and focused oral manner with 1-3 slides. There will be 3 short presentations by each student based on the following:

“Morning Meeting” Content

“Morning Meeting” #1- Focus on the industry

* What is the global market size of the industry or potential?
* What are some short term or long-term industry trends?
* If you were in charge, what would you change to encourage industry growth?

“Morning Meeting” #2- Understanding the competition

* Which companies are market leaders and their market shares?
* What are major legal, regulatory, or political hurdles the industry/companies face?
* If you were in charge, what law/regulation would you change to help the industry?

“Morning Meeting” #3- Focus on your favorite company

* Which global company has the most potential and why? Competitive advantage?
* Are they subject to any export or import barriers or trade issues?
* If you were CEO, what would you change?

Some websites to be familiar with: [www.marketwatch.com](http://www.marketwatch.com), [www.cnbc.com](http://www.cnbc.com), [www.seekingalpha.com](http://www.seekingalpha.com)

[www.fool.com](http://www.fool.com/), [www.finviz.com](http://www.finviz.com), [www.zerohedge.com](http://www.zerohedge.com), Yahoo Finance, google financial sites

“Morning Meeting” participation will count towards class participation grade.

Students will be divided into 3 groups and present 3 times.

Sessions 2, 3, 4, 5, 6, 8, 9, 10, 11

Group 1 will present during Sessions 2, 5, 9

Group 2 will present during Sessions 3, 6, 10

Group 3 will present during Sessions 4, 8, 11

Group Discussions

We may have group discussions in sessions regarding the presented material to foster team building, peer learning, and presentational skills. Discussion topics will be presented with each group assigning roles to members whereupon each member will provide their views as it relates to the relevant course content.

Assignments and Deadlines

All students must complete all course assignments. You should come to each class session fully prepared, having read the assigned readings and completed the assignment(s), and actively engage in class discussions.

Missed assignments will lower the student’s grade based on the percentage of the grade allocable to it. Late assignments are permitted only with advance notice to, and permission from the instructor. Associated grade is lowered according to how late the assignment is submitted.

**Weekly multiple-choice ON-LINE exams** (total 60 [questions/.5](mailto:questions@.5) pts = 30 points)

* DUE Session 3 (9/21): Markets Exam (4 points)
* DUE Session 4 (9/28): Legal Environment (3 points)
* DUE Session 6 (10/12): International Trade (3.5 points)
* DUE Session 7 (10/19): First Half Review (4 points)
* DUE Session 8 (10/26): Foreign Expansion (3.5 points)
* DUE Session 9: (11/2): Monetary System (4.5 points)
* DUE Session 10 (11/9): Trade Barriers (5 points)
* DUE Session 11 (11/16): Strategic management (2.5 points)

**Mid-term In-Class Exam and Mid-term PRESENTATION**

Mid-term project is assigned in Lesson 5 and presented in Lesson 7.

1. Mid-term **In-Class** 1 hour exam consisting of 30 questions (15 points)
2. Mid-Term Research Project Presentation, Group/Individual (10 points)

* **10 slides/10-minute max** presentation - each student should have a speaking role  
  Divide into groups of 3-4 students maximum

a. **Governmental Economic Policies Project:** Select 2 different countries and conduct deep analysis on the impact of their governmental economic policies.

Evaluate how current policies have influenced the operation and competition of organizations in these countries globally. Study should also assess the internal economic drivers that have compelled these organizations to expand their operations beyond their national boundaries. Primary data can be collected via interviews with country experts.

* Examples:

1. Compare current GDP composition and growth drivers.
2. Compare major exports vs imports. Economic drivers and differences.
3. Compare current/future economic policies on domestic growth.
4. Compare political and legal structures, trade policies, crypto-friendly.
5. Compare cultures and how it may impact business.

**Conclusion: What policies would you change as President and why?**

b. ESG Strategy Analysis Project: Choose an MNC and dissect its ESG strategy on E, S, and G. Identify key strategic decisions made by the company and how these decisions align with the overall strategy of the company.

* Examples:

1. Identify environmental and sustainability efforts and policies.
2. Identify social, labor, diversity policies. Any community/charitable causes?
3. Identify governance issues such as shareholder rights, incentives, board, transparency, accountability.

**Conclusion: What policies would you change as CEO and why?**

**Final Project - Develop your own Global Company- Individual Project (25 points)**

This assignment provides an understanding of doing business globally using class concepts.

**Choose 3 out of the 5 highlighted topics below to present your findings.**

Upload into NYU/Brightspace.

Present to the class (**10 slides/10-min max**):

Describe the business: What is the strategy and core competences/competitive advantages?

* 1) To expand globally, will you use the home replication, multi-domestic, global or transnational strategy and why?
* 2) Which organizational design will you choose and why (product, area, functional, customer, matrix)?
* 3a) If PRODUCT, Describe how you will manage your supply chain in terms of location, sourcing, manufacturing, and distribution?
* 3b) If SERVICE, what resources do you need and what utility will you be providing your customers? Describe your capacity, staffing needs, and location planning.
* 4) Discuss the 4-Ps (including which approach, Ethnocentric, Polycentric, Geocentric and Standardization vs Customization) in terms of marketing mix and product
* 5) What is the mode of entry for expansion and why (export/import, licensing/franchising, joint ventures/partnerships, green/brownfield, FPI/FDI/acquisitions)? Why?

Course Technology Use

We will utilize multiple technologies to achieve the course goals. I expect you to use technology in ways that enhance the learning environment for all students. All class sessions require use of technology (e.g., laptop, computer lab) for learning purposes.

Feedback and Viewing Grades

I will provide timely meaningful feedback on all your work via our course site in NYU Brightspace. You can access your grades on the course site Gradebook.

Attendance

Students are expected to attend all class sessions. Excused absences are granted in cases of documented serious illness, family emergency, religious observance, or civic obligation. In the case of religious observance or civic obligation, this should be reported in advance. Unexcused absences from sessions may have a negative impact on a student’s final grade. Students are responsible for assignments given during any absence.

If for some reason (excused absence) you will not be in class, you must notify the instructor prior to the scheduled session if you will not be attending and the reason.

Each unexcused absence or being late may result in a student’s grade being lowered by a fraction of a grade. A student who has three unexcused absences may earn a Fail grade.

Students who join the course during add/drop are responsible for ensuring that they identify what assignments and preparatory work they have missed and complete and submit those per the syllabus.

Refer to the [SPS Policies and Procedures page](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html) for additional information about attendance.

**Textbooks and Course Materials**

Can be purchased through the NYU bookstore or online (either new or used) or rented, when available.

The required readings for this course include the following textbook and a number of articles that will be provided by email, in Brightspace

The required text for the course, 3 ways to obtain:

**International Business**

Authors: Ricky Griffin and Michael Pustay 9th Edition April 18, 2019, Publisher: Pearson ISBN-13: 978-0135181003, ISBN:10-0135181003

\*It is available at Amazon.com, NYU Bookstores or eBook

* eBook through VitalSource: <https://www.vitalsource.com/referral?term=9780133851441>

Other readings that more deeply discuss topics being covered during lectures may be emailed out prior to class.

**Suggested daily readings:** WSJ.com, SeekingAlpha.com, Barron’s, Economist, Zero Hedge.

Additional short articles and lectures will be posted on Brightspace. Students must review Brightspace for these articles and presentation slides.

Grading | Assessment

Class Participation – 20%

* “Morning Meetings” (15%)
* Group in-class discussion participation (5%)

Evaluated based on:

* Depth and quality of research/analysis; constructive comments to class
* Application of class concepts

**Weekly Exams** **via** **NYU Brightspace (ON-LINE)** – 30%

**Mid-Term Exam** **via** **NYU Brightspace (IN-PERSON)** – 15%

* Mid-term exam- 30 questions (.5% each question)

**Mid-term Research Project Presentation** – 8% Group/2% Individual

Presentation with **10 slides, 10 minutes**

⁃ Relevant and logical thoughts by the team (Group-4 pts)  
⁃ Clear and concise slides covering all key components (Group-4 pts)  
⁃ Clear and concise speaking/presenting (Individual-2 pts)

**Final Project** – Develop your own Global Co.- Individual Project – 25%

* Presentation (10 slides) to class of what your company is about, unique competitive advantages, its products, organization, and global expansion strategy with slides (10%)
* Key components are included and slides are clear/concise (5%)
* Speaking clearly, logically, concisely highlighting key points (5%)
* Provide notes and references: relevant, logical, and in-depth (5%)

Assessment based on following grading mix:

* Individual: “Morning Meeting” presentations: 15%
* Group Discussions in-class: 5%
* Weekly Exams, Brightspace/On-line #1: 30%
* Mid-term Exam, Brightspace/IN-PERSON: 15%
* Group Mid-term project: Components, analysis, teamwork, interaction, presentation: 8%
* Individual Mid-term project presentation: Speaking clearly, logically: 2%
* Final Project, Developing own Global company: 25%
  + Individual: presentation, components, analysis: 15%
  + Individual: Speaking clearly, logically on key points: 5%
  + Individual: Notes and references provided: 5%

Late submission of any assignment will negatively impact the student’s grade.

See the [“Grades” section of Academic Policies](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html#Graduate1) for the complete grading policy, including the letter grade conversion, and the criteria for a grade of incomplete, taking a course on a pass/fail basis, and withdrawing from a course.

**Course Outline**

**Start/End Dates:** 9/07/2023 - 12/14/2023 | Thursdays

**Time:** 02:00 pm - 04:35 pm

**No Class Date(s):** Thursday, 11/23/23, Thanksgiving Recess

**Special Notes:** N/A

**Session 1: 09/07/23**

* Introduction to International Business
* Define the meaning of international business today
* Understanding the importance and opportunities of international business
* Describe the basic forms of international business activities
* Comprehend the evolution of globalization and trade
* Identify trends of emerging vs developing markets

**Discussion**

* Which global companies have impacted your life? Guessing game.
* Licensing and Franchising- Which ones can you think of?
* Which industries seem to be the most global and why do some industries become global whereas others remain local or regional?
* What is the impact of the Internet on international business? Which companies and which countries will gain as Internet usage increases throughout the world? Which will lose?
* Which markets are more important to international businesses—the traditional markets of North America, the EU, and Japan, or the emerging markets? Defend your answer.

**Assignments**

* International Business Chapters 1 & 2
* Choose Sector/industry
* https://en.wikipedia.org/wiki/Global\_Industry\_Classification\_Standard
* Prepare for “Morning Meeting” on current events in chosen sector/industry

**Session 2: 09/14/23**

Review of the Major Economies and Economic Integration

* Evaluate the impact of the political and economic characteristics of the world’s various marketplaces on the opportunities available to international businesses
* Appreciate the uses of national income data in making business decisions
* Discuss North America as a major marketplace and business center in the world
* Describe Western Europe as a major marketplace and business center in the world economy
* Discuss Asia as a major marketplace and business center in the world economy
* Assess the development challenges facing African, Middle Eastern, and South American countries

**Discussion**

* Which do you think are the biggest markets and their interests?
* Many American and European business people argue that the keiretsu system in Japan acts as a barrier to foreign companies entering the Japanese market. Why do you think they believe this?
* What is Asia’s biggest competitive advantage?
* What can African countries do to encourage more foreign investment in their economies?
* Arctic ice melt; Fracking
* Which marketplace would you most like to do business in and why?

**Assignments**

* International Business Chapters 1 & 2
* Prepare for “Morning Meeting” on current events.

**Session 3: 09/21/23**

* The National Environment
* Describe the major types of legal systems confronting international businesses
* Explain how domestic laws affect the ability of firms to conduct international business
* List the ways firms can resolve international business disputes
* Describe the impact of the host country’s technological environment on international business
* Identify the factors that influence national accounting systems
* Explain how firms can protect themselves from political risk

**Discussion**

* What are the biggest lawsuits and fines you have heard of?
* Should we impose sanctions on North Korea and/or countries that trade with?
* Which country do you feel has the biggest political risks???
* Which MNC needs to expand and what should they buy?
* Case Study- Most Lucrative Cross Border Deal in History

**Assignments**

* International Business Chapters 3 & 4
* Prepare for “Morning Meeting” on current events.
* DUE: On-line exam on Markets (4 points)

**Session 4: 09/28/23**

* Culture and Ethics
* Discuss the primary characteristics of culture
* Describe the various elements of culture and provide examples of how they influence international business
* Identify the means by which members of a culture communicate with each other
* Discuss how religious and other values affect the domestic environments in which international businesses operate
* Describe the major cultural clusters and their usefulness for international managers
* Explain Hofstede’s primary findings about differences in cultural values
* Explain how cultural conflicts may arise in international business
* Discuss ethics in cross-cultural and international contexts and ESG Funds

**Discussion**

* Tell a story about when you did something that was misinterpreted culturally, how did the person react, and what did you learn?
* What are the differences between doing business in Eastern vs Western Cultures?
* BOCOM example
* Can you think of specific products that are in high demand in your home country that would simply not work in other specific countries because of cultural factors?
* Think of slogans that need to be changed

**Assignments**

* International Business Chapters 4 & 5
* Prepare for “Morning Meeting” on current events
* DUE: On-line exam on Legal Environment (3 points)

**Session 5: 10/05/23**

* International Trade and Investment
* Understand the motivation for international trade
* Summarize and discuss the differences among the classical country-based theories of international trade
* Use the modern firm-based theories of international trade to describe global strategies adopted by businesses and the industry lifecycle
* Explain the reasons for foreign direct investment and Dunning’s Eclectic Theory
* Summarize how supply, demand, and political factors influence foreign direct investment

**Discussion**

* Which products do some countries do better than others and why?
* Four elements of Porter’s theory of national competitive advantage?

**Assignments**

* International Business Chapters 6
  + Prepare for Mid-Term Group/Individual Project- present Lesson 7
  + Divide into groups, discuss topics to present in Lesson 7

**Session 6: 10/12/23**

* International Financial System
* Discuss role of international monetary system in international trade/investment
* Explain the evolution and functioning of the gold standard
* Summarize the role of the World Bank Group and the IMF in the post–World War II international monetary system established at Bretton Woods
* Explain the evolution of the flexible exchange rate system
* Describe function and structure of the balance of payments accounting system
* Transaction Exposure and Economic Exposure
* Describe how demand and supply determine the price of foreign exchange
* Discuss the role of international banks in the foreign-exchange market
* Assess different ways firms use spot/forward markets to settle transactions
* Summarize the role of arbitrage in the foreign-exchange market
* Discuss the important aspects of the international capital market

**Discussion**

* Would you invest in a country that uses fixed exchange rate or flexible exchange rate?
* Is decentralizing government currency a viable alternative? Bitcoin
* Do you expect the U.S. dollar to maintain its position as the dominant currency in the fx market or will euro or Chinese yuan supplant it? Explain your answer.
* If you are planning to go to Japan this summer, should you buy your yen today?

**Assignments**

* International Business Chapters 7 & 8
* DUE On-line exam International Trade (3.5 points)

**Session 7: 10/19/23 – Midterm**

* Present Mid-term Research Project
* Your analysis must be submitted via Brightspace and must be in PowerPoint
* DUE On-line exam First Half Review (4 points)

**Session 8: 10/26/23**

* National Development Plans
* Present major arguments for or against govt intervention in international trade
* Identify the advantages and disadvantages of adopting an industrial policy
* Analyze role of domestic politics in formulating a country’s Int'l trade policies
* Describe the major tools countries use to restrict trade such as tariffs/subsidies
* Specify techniques countries use to promote international trade
* Explain how countries protect themselves against unfair trade practices
* International Cooperation Among Nations
* Explain the importance of the General Agreement on Tariffs and Trade (GATT) and the World Trade Organization (WTO) to international businesses
* Contrast different forms of economic integration among cooperating countries
* Analyze opportunities for international businesses created by completion of the European Union’s internal market
* Describe the other major trading blocs in today’s world economy

**Discussion**

* What are key domestic industries critical to country’s future economic growth?
* The $2,000 specific tariff on imported SUV, WHO ARE THE WINNERS AND LOSERS?
* Should we worry if foreigners sell us goods cheaply?
* Do you believe European Union is a success?

**Assignments**

* International Business Chapters 9 and 10
* Prepare for “Morning Meeting” on current events
* DUE On-line Exam Foreign Expansion (3.5 points)

**Session 9: 11/02/23**

* Global Corporate Organization and Operations
* Define and discuss the nature of international organization design, and identify and describe factors involved in designing a global organization
* Explain levels of control in international business
* Describe nature of international operations management
* Analyze the supply chain management and vertical integration decisions facing international operations managers
* Analyze meaning of productivity and discuss how international firms work to improve it
* Explain how firms control quality and total quality management in international business
* Analyze how international firms control information their managers need to make effective decisions

**Discussion**

* Distinctive Competency- name some companies
* Guess the Mission Statement exercise
* Centralization versus Decentralization: discuss which is better
* Develop a control system for HR
* Li & Fung , Zara case study
* Which countries would you locate your supply chain?

**Assignments**

* International Business Chapters 11, 14, 17
* Prepare for “Morning Meeting” on current events
* DUE On-line Exam Monetary System (4.5 points)
* Begin creating and researching your company for the final project

**Session 10: 11/09/23**

* International Marketing
* Analyze the nature of marketing management in international business
* Discuss basic product policies and decisions made in international business
* Identify pricing issues and evaluate pricing decisions in international business
* Identify promotion issues and evaluate promotion decisions in Int'l business
* Discuss basic kinds of distribution issues and decisions in international business

**Discussion**

* Examples of ethnocentric, polycentric, geocentric
* How would you market your company and apply concepts to your industry?
* Examples of 4 Ps and Dove marketing campaign

**Assignments**

* International Business Chapters 16
* Prepare for “Morning Meeting” on current events
* DUE On-line Exam Trade Barriers (5 points)
* Begin creating and researching your company for the final project

**Session 11: 11/16/23**

* International Strategies and Alliances
* Compare and contrast the challenges and the strategic management process
* Distinguish and analyze the components of international strategy
* Identify and differentiate between the levels of international strategies
* Discuss how firms analyze foreign markets
* Evaluating foreign markets and modes of entry points
* Identify the basic issues in international licensing including benefit/cost
* Describe and compare joint ventures and other forms of strategic alliances

**Discussion**

* Can you think of your favorite licenses or franchises?
* Learn from studying failures
* Can you think of an Alliance that would make the most strategic sense?
* The top 5 most successful alliances

**Assignments**

* International Business Chapters 12-13
* Begin creating and researching your company for the final project
* DUE On-line Exam Strategic management (2.5 points)

**Session 12: 11/30/23**

* Case Studies: Apple, Facebook, Netflix, LV, Shein
* Peloton- Supply Chain
* Taiwan Semi- International
* Samsung- Marketing

**Session 13: 12/07/23**

* Final Project Slides and Presentations

**Session 14: 12/14/23 – Final**

* Final Project Slides and Presentations

**NOTES:**

The syllabus may be modified to better meet the needs of students and to achieve the learning outcomes.

The School of Professional Studies (SPS) and its faculty celebrate and are committed to inclusion, diversity, belonging, equity, and accessibility (IDBEA), and seek to embody the IDBEA values. The School of Professional Studies (SPS), its faculty, staff, and students are committed to creating a mutually respectful and safe environment (*from the* [SPS IDBEA Committee](https://www.sps.nyu.edu/homepage/about-us/idbea/about-idbea.html)).

**New York University School of Professional Studies Policies**

1. Policies - You are responsible for reading, understanding, and complying with [University Policies and Guidelines](http://www.nyu.edu/about/policies-guidelines-compliance.html), [NYU SPS Policies and Procedures](http://sps.nyu.edu/academics/academic-policies-and-procedures.html), and [Student Affairs and Reporting](https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/student-services.html).

2. Learning/Academic Accommodations - New York University is committed to providing equal educational opportunity and participation for students who disclose their dis/ability to the [Moses Center for Student Accessibility](https://www.nyu.edu/students/communities-and-groups/student-accessibility.html). If you are interested in applying for academic accommodations, contact the [Moses Center](https://www.nyu.edu/students/communities-and-groups/student-accessibility/academic.html) as early as possible in the semester. If you already receive accommodations through the Moses Center, request your accommodation letters through the [Moses Center Portal](https://www.nyu.edu/students/communities-and-groups/student-accessibility.html) as soon as possible ([mosescsa@nyu.edu](mailto:mosescsa@nyu.edu) | 212-998-4980).

3. Health and Wellness - To access the University's extensive health and mental health resources, contact the [NYU Wellness Exchange](https://www.nyu.edu/students/health-and-wellness/wellness-exchange.html). You can call its private hotline (212-443-9999), available 24 hours a day, seven days a week, to reach out to a professional who can help to address day-to-day challenges as well as other health-related concerns.

4. Student Support Resources - There are a range of resources at SPS and NYU to support your learning and professional growth. For a complete list of resources and services available to SPS students, visit the [NYU SPS Office of Student Affairs site](https://www.sps.nyu.edu/homepage/student-experience/resources-and-services.html).

5. Religious Observance - As a nonsectarian, inclusive institution, NYU policy permits members of any religious group to absent themselves from classes without penalty when required for compliance with their religious obligations. Refer to the [University Calendar Policy on Religious Holidays](https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/university-calendar-policy-on-religious-holidays.html) for the complete policy.

6. Academic Integrity and Plagiarism - You are expected to be honest and ethical in all academic work. Moreover, you are expected to demonstrate how what you have learned incorporates an understanding of the research and expertise of scholars and other appropriate experts; and thus, recognizing others' published work or teachings—whether that of authors, lecturers, or one's peers—is a required practice in all academic projects.

Plagiarism involves borrowing or using information from other sources without proper and full credit. You are subject to disciplinary actions for the following offenses which include but are not limited to cheating, plagiarism, forgery or unauthorized use of documents, and false form of identification

[Turnitin](https://www.nyu.edu/servicelink/KB0018471), an originality detection service in NYU Brightspace, may be used in this course to check your work for plagiarism.

Read more about academic integrity policies at the NYU School of Professional Studies on the [Academic Policies for NYU SPS Students](https://www.sps.nyu.edu/homepage/student-experience/policies-and-procedures.html) page.

7. Use of Third-Party Tools - During this class, you may be required to use non-NYU apps/platforms/software as a part of course studies, and thus, will be required to agree to the “Terms of Use” (TOU) associated with such apps/platforms/software.

These services may require you to create an account, but you can use a pseudonym (which may not identify you to the public community, but which may still identify you by IP address to the company and companies with whom it shares data).

You should carefully read those terms of use regarding the impact on your privacy rights and intellectual property rights. If you have any questions regarding those terms of use or the impact on the class, you are encouraged to ask the instructor prior to the add/drop deadline.