BUS335, International Business, Spring 2022

Course Syllabus

Course Meetings: Via Zoom, see course Brightspace announcements, 7 weeks, Monday, January 17 through Friday, March 4.

Course Prerequisites: ECO 101 or ECO 102 & Junior Standing

Course Mode: 100% online Asynchronous class.

Course Location: Brightspace platform; Zoom class meetings that will be recorded.

Communications: Email and scheduled Zoom meetings.

Materials & Books

Required

- Selected readings and links to International Business topics in Brightspace. You will use these and other Internet sources to identify topics for posting in the Discussion Forum and in your paper posting. See Brightspace course area for links to potential IB topics and ideas.

Technology Requirements

- All materials are virtual including the textbook, exercises, and assessments.
- Brightspace contains information, assignments, quizzes, discussion postings, and other course materials. See the “Technology” section for information on Brightspace's tech requirements.
● Students are also expected to regularly access the course Brightspace area.
● Students should regularly check their email accounts as all class updates will be posted in Brightspace and sent out as email notifications.

Course Description

This course offers an introduction to the theory and practice of international business. We will review and discuss business factors that global enterprises consider when developing and managing international business programs including differences between cultures, local, regional and global politics, laws, trading systems, and finance systems. We will also discuss strategies and options for growing and managing a global business. Finally, we will probe current global issues and concepts that confront today’s international businesses at all levels of international operations.

Learning Outcomes

Students in international business will gain knowledge and skills including:

1. Understand the impact of globalization on all worldwide businesses.
2. Understand the implications of environmental factors such as economic, cultural, social, political, and legal differences between countries and cultures.
3. You will also be able to assess how environmental factors impact your worldwide business and marketing efforts.
4. Gain a greater appreciation of the risks involved in making international business decisions.
5. Learn about global information sources and acquire basic competence in uncovering and evaluating business potential per targeted country or region.
6. Review best practices for developing and implementing global strategies that help companies maximize their competitive advantage.
7. Learn the importance of strategy in a global marketplace.

Structure & Format

As part of our online course, you are expected to log in to the Brightspace course area regularly, at least several times per week. All communication, material, and assessments are posted in the course area, so you will need to check in regularly to keep up-to-date with course material and content.

I communicate via email, so send everything—questions, etc. to robert.heiser@maine.edu. An email note is the fastest way to reach me and I typically respond the same day to an email message.

We will be hosting a course welcome and overview in the first week of class on Monday, January 17,
Noon, ET. The live session uses Zoom for our virtual meetings. Please check the course announcement page for the live link. We will also record our Virtual Broadcast class so you can view or replay the meeting later.

Assessment

Discussion Board Posting & Replies (weeks 1 and 5)

To get started in the class, the first assignment is a posting of 3+ paragraphs covering your thoughts on a recent international business topic, subject, or event. Any international business event will work; you may want to check BBC News/Business, EuroNews/Business, Forbes International, etc. for global companies and markets in-the-news. In addition, I am asking everyone to reply to another student's postings with your thoughts of one paragraph or longer. Both the posting and the reply to another posting are due by midnight Sunday of the first and fifth weeks. Your first DB posting is designed to get you on-board and thinking about IB topics. To receive a satisfactory grade on this discussion assignments, you must:

- Post an international business company, topic, market or event in the Discussion Board Forum (use at least 2 paragraphs, source link, and 250 or more words)
- Reply to at least one other participant post (1 paragraph of more than 2 sentences)
- Submit your original post and reply by the assignment deadline.

The first discussion assignment is graded on a Satisfactory/Needs Revision nominal basis. Satisfactory posts that meet the minimum requirements for content, length, and a source link; satisfactory replies are one paragraph (multiple sentences in a paragraph); each is worth 1 point. You need to score 2 points to 'pass' this assignment. If you score a 0 (zero) for a post or a reply you will have one opportunity to revise the posting before the deadline. A heads up, I do not count quotations, URLs, headers, etc. in the word count so post more than you need.

Your second DB posting in week 5 should be focused on a current, in-the-news international business topic. You will be asked to post your 3 paragraphs + on thoughts on an international business topic and reply to another posting with at least one paragraph by Sunday of week 5. The second posting requires you to connect IB concepts, see Brightspace rubric.
Exams

Three examinations will evaluate the extent to which you are able to retain and apply your acquired knowledge within international business environments and applications. These examinations assess your knowledge of the material and are not designed as 50 multiple choice question “lookup” exams; in other words, by design, there is no time to look up all answers in the Wild & Wild textbook.

Exam one will focus on understanding the global environment and culture Chapters 1-5. Examination two will assess your knowledge of international trading and finance systems Chapters 6-10. The final exam will cover international business management concepts, Chapters 11-16. The first online exam allows 2 attempts. Brightspace retains the highest grade of your 2-grade attempts. Exams 2 and 3 are single attempt assignments.

You are highly encouraged to try the practice exams associated with each chapter, as these are the best preparation for all exams. Practice exams do not count toward your final grade and may be taken as many times as you wish. [Note: The practice exams appear in the gradebook so you can track your score on multiple exam attempts; however, these scores are not incorporated into your class points or final grade].

Question: What is the best way to get a good grade on BUS335 exams?
Answer: Take the practice exams for each chapter several times prior to taking each of the three online exams. Students who take the practice exams score more than one grade higher in the class than those who do not try the practice exams, (from prior course student comparison of those who do NOT try the PQs on average score ~12-15 points on the exams and one grade lower in the class).

Paper Posting

Each student will be required to select, analyze, and post an analysis and summary of a current international business topic. A list of suggested topics with links to key organizations and data has been posted in the Brightspace content area. I highly encourage you to find your own topic by checking global news sources such as BBC Business News or EuroNews>Business, (similar to your Discussion Board Forum process in week 1).

Your IB paper will be posted on the class discussion board. It should be current and future-focused. Your paper posting should provide a very brief topic background and overview of your (typically one paragraph), followed by a detailed analysis of the current situation, an examination of how our class IB class concept(s) apply to your topic, and the implications for future global businesses. After you’ve
inspected and considered a few topics, please select a topic area and send me an email request to select a paper topic. I’ll provide you some comments and suggestions for your discussion paper posting. Your paper should be at least 10 and preferably more paragraphs in length and should include supported content with embedded hyperlinks. Citations and reference listings are nice in an academic paper; this is online, so PLEASE NO REFERENCES; use hyperlinks instead. A reference list or bibliography is almost useless and doesn’t “count” in the online world nor does it work in our BUS335 class or my grading rubric. A good posting will have a number of live links to your content sources, some graphics, tables, charts, and data. See the Discussion area for example postings, posting suggestions, and the grading rubric.

**Grading Criteria**

<table>
<thead>
<tr>
<th>Assignment / Assessment</th>
<th>Value</th>
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<tbody>
<tr>
<td>DB Posting &amp; reply week 1</td>
<td>5%</td>
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<tr>
<td>DB Posting &amp; reply week 6</td>
<td>10%</td>
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<tr>
<td>IB paper DB posting, week 7</td>
<td>25%</td>
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<tr>
<td>Exam 1</td>
<td>20%</td>
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<tr>
<td>Exam 2</td>
<td>20%</td>
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<tr>
<td>Exam 3</td>
<td>20%</td>
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**Course Evaluations**

At the end of each semester, every student has the opportunity to provide constructive feedback on their courses. It is important to me that you take the time to let me know your thoughts about the course. I use your feedback to make improvements to the course materials, assignments, and outcomes.

**Course Policies**

**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90.00% - 93.00%</td>
<td>A-</td>
<td>89.99% - 90.00%</td>
</tr>
<tr>
<td>B+</td>
<td>87.00% - 89.99%</td>
<td>C</td>
<td>76.99% - 77.00%</td>
</tr>
<tr>
<td>C+</td>
<td>77.00% - 79.99%</td>
<td>C</td>
<td>72.99% - 75.00%</td>
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<tr>
<td>C</td>
<td>73.00% - 76.99%</td>
<td>C</td>
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<td>C</td>
<td>70.00% - 72.99%</td>
<td>C</td>
<td>67.99% - 70.00%</td>
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<tr>
<td>C-</td>
<td>70.00% - 67.99%</td>
<td>C-</td>
<td>60.00% - 69.99%</td>
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</tbody>
</table>
86.99-83.00% = B 69.99-60.00% = D
82.99-80.00% = B- 59.99% or lower = F

Attendance and Late Work
You may turn in assignments early. However, work submitted after an assignment due date, unless otherwise cleared by the instructor, will be penalized; typically 10% up to 24 hours, 20% up to 5 days late. Assignments submitted more than 5 days after their due date without prior contact with the instructor will not be accepted. Keep in mind this is a 7-week course, so extensions on late material generally are not possible.

Withdrawal from the Course
The last day to withdraw, Sunday, Jan 23;[See USM’s academic calendar.] For more information, review USM’s Add/Drop and Withdrawal Policies1.

Class Cancellation
This is an online asynchronous class. The only scheduled meetings are several Zoom sessions with suggested attendance; these are recorded. If a Zoom meeting needs to be rescheduled due to weather or other circumstances, then an announcement and email will be sent to all class members. Be sure to monitor your @maine.edu email account for all course announcements.

Anonymity on Chinese Social & Business Topics
China passed a 2020 security law for Hong Kong that may have implications for Chinese students when they return to their home country. As a university, we encourage free exploration of global topics and we want to protect students so they can speak freely in our classes. As such, if you are from Hong Kong, I’ll ask you to post anonymously on our discussion board postings and IB paper topic.

Academic Integrity / Plagiarism
Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the university. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of student academic  

1 https://usm.maine.edu/reg/addingdroppingwithdrawal
integrity include any actions that attempt to promote or enhance the academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (i.e., plagiarism), making statements known to be false or misleading, falsifying the results of one’s research, improperly using library materials or computer files, or altering or forging academic records are examples of (IE copy and paste of an online source without any changes is plagiarism). Violations of this policy are contrary to the academic purposes for which the University exists. Brightspace has an online plagiarism checker, so make sure you describe your findings in your own words. Acts that violate academic integrity disrupt the educational process and are not acceptable.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the Dean of Students Office website or by calling and requesting a copy at (207) 780-5242.

**Course Schedule**

Readings / Assignment Schedule **(subject to alteration with notice, Students are expected to regularly check email and login to the Brightspace course area, (at least every other day).**

Weeks are Monday – Sunday to allow you flexibility in completing your reading, engaging in discussion, and submitting assignments and exams; see USM’s academic calendar for up-to-date information and scheduling detail. Our 7-week class ends on FRIDAY, March 11.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics and Activities</th>
<th>Relevant Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Review the syllabus and let me know if you have any questions about our course.</td>
<td>Understand the impact of globalization.</td>
</tr>
<tr>
<td>1.17 - 1.23</td>
<td>Attend our Live class meeting broadcast Monday, January 17, Noon (see Brightspace course for more details). <a href="https://maine.zoom.us/j/85936820927?pwd=Vm9OMVJScHd3c1VCSnMwRVBWZngyQT09">https://maine.zoom.us/j/85936820927?pwd=Vm9OMVJScHd3c1VCSnMwRVBWZngyQT09</a></td>
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*Course chapters*
Read Wild & Wild textbook chapters and watch the posted videos for the following chapters.
Globalization (Chapter 1)
Cross-Cultural (Ch 2)

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2 https://usm.maine.edu/community-standards-mediation/academic-integrity
### Practice Exams
- Complete practice exams on Chapters 1 through 2.

Assignments due Sunday, Jan. 23

### Discussion Forum
- *Post your brief 2 paragraph summary and analysis of an international business company, market, or recent event, (250+ Words & source link) & post a REPLY to at least one other participant post by Sunday, Jan. 23.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Assignments Due Date</th>
<th>Assignments Due Time</th>
<th>Chapter Topics</th>
<th>Understanding of Environmental Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>1.24-1.30</td>
<td>Jan 23, 11:59PM</td>
<td>Course chapters. Read Wild &amp; Wild textbook chapters and watch the posted videos for the following chapters. Politics (Ch 3) Economics (Ch 4) Practice Exams Complete practice exams on Chapters 1 through 5. <strong>Paper Topic</strong> Browse the topics posted in Brightspace&gt;Discussion Board Topic Listing. Please send me an email with your selected paper topic. Your completed paper posting is due in week 6.</td>
<td>Understand environmental factors.</td>
</tr>
<tr>
<td>3</td>
<td>1.31-2.6</td>
<td>Jan 30, 11:59PM</td>
<td>Course chapters. Read Wild &amp; Wild textbook chapters and watch the posted videos for the following chapters. Trade Relations (Ch 6) FDI (Ch 7) Regional Integration (Ch 8) Practice Exams Complete practice exams on Chapters 6 through 8.</td>
<td>Understand global connections</td>
</tr>
<tr>
<td>4</td>
<td>2.7-2.13</td>
<td>Feb 6, 11:59PM</td>
<td>Course chapters. Read Wild &amp; Wild textbook chapters and watch the posted videos for the following chapters. International Finance (Ch 9) IMS (Ch 10) Strategy (Ch 11) Practice Exams Complete practice exams on Chapters 6 through 11. <strong>Discussion Forum DB Posting &amp; Reply #2</strong> Post your brief 3 paragraph summary and analysis of a RECENT international business company, market or event, (250+ Words &amp; source link) &amp; post a REPLY to at least one other participant post by Sunday, Feb. 13</td>
<td>Understand environmental trends</td>
</tr>
<tr>
<td>Date</td>
<td>Course chapters.</td>
<td>Practice Exams</td>
<td>Assignments due</td>
<td>Exam due</td>
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| 2.14 - 2.20 | Read Wild & Wild textbook chapters and watch the posted videos for the following chapters.  
Opportunities (Ch 12)  
Market Entry (Ch 13)  
| Complete practice exams on Chapters 12 through 13.  
| Sunday, Feb. 20 | Sunday, Feb 20 |
| 2.21 - 2.27 | Read Wild & Wild textbook chapters and watch the posted videos for the following chapters.  
Products (Ch 14)  
Managing IO (Ch 15)  
| Complete practice exams on Chapters 14 through 15.  
| Paper DB Topic Posting  
Post your completed international business research topic findings by **11:59 PM, Sunday, Feb 27** |
| 2.28 - 3.4 | Read Wild & Wild textbook chapters and watch the posted videos for the following chapters.  
Hiring Practices (Ch 16)  
| Complete practice exams on Chapters 12 through 16.  
| Assignments  
Exam 3  
Complete online MC Exam 3 on Chapters 12 through 16 by **11:59 PM, Friday, March 4**.  
| The class ends Friday, March 4 |

**Technology**

**Technology Support Center (Help Desk)**

If you need technical support at any time during the course (especially concerning Brightspace), please...
contact the Technology Support Center:

**Phone:** (207) 780-4029 or 1-800-696-4357

**Email:** help@maine.edu

- You need a maine.edu account to access most of our online resources. If you can’t remember your account information, visit the UMS User Account Management website\(^3\) or contact IT at 1-800-696-4357 and ask them to help you access your maine.edu account.

- **The USM Portal**\(^4\) can be used to reach your student email, Brightspace, MaineStreet and most other university online tools through a single website.

- If this is the first time you've used Brightspace, Log into our Brightspace website\(^5\) and tap the “Student Training” link in the right-hand column of the page.

### Computer Access

Participants will need a reliable PC or a Mac with the latest version of a web browser. In addition, you will need a broadband Internet connection (DSL or faster). Below is a suggested list of recommended software you may need to access electronic resources for this course.

#### Latest Versions of Web Browsers

- **Mozilla Firefox**\(^6\) (Windows / MacOS) - Recommend

- **Google Chrome**\(^7\) (Windows/MacOS) - Recommended

- **Safari**\(^8\) (MacOS - Update through the App Store)

Note that Brightspace and many other web-based applications used in USM courses do not work well in Microsoft’s web browser, Edge.

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\(^3\) [http://accounts.maine.edu/](http://accounts.maine.edu/)

\(^4\) [https://my.usm.maine.edu/](https://my.usm.maine.edu/)

\(^5\) [https://courses.maine.edu/d2l/home/6667](https://courses.maine.edu/d2l/home/6667)

\(^6\) [http://mozilla.com/firefox](http://mozilla.com/firefox)

\(^7\) [http://www.google.com/chrome/](http://www.google.com/chrome/)

Brightspace Technical Requirements

D2L recommends having the latest version of whatever browser is being used on any computer or mobile device. Brightspace works very well on mobile Apple and Android devices via a web browser. The Brightspace Pulse app in the Apple App Store and Google Play also allows you to receive notifications regarding your courses on your device.

Netiquette

Our text-based communication is vital in this course since it is the primary - and possibly only - way we will connect with each other. Please be careful and considerate in all your communications with each other and your instructor.

The online medium is poor at conveying tone. Consider what you are saying and remember that your intent might not be inferred by your readers (fellow students and instructors). Take a moment to re-read everything you write: assume that it will be taken in the worst possible light. And extend courtesy to others: assume the most charitable light possible. Both of these steps will make communication easier and far more civil.

Student Data Retention

Your maine.edu account is issued to you for as long as you are a student of this or any other University of Maine System campus. There are various limits on how long IT can retain data you have stored through this account depending on which services you have used. Below are the major points, but we encourage you to visit the UMS User Account Management website for full details on maine.edu account policies.

Assignments and other work stored in Brightspace

Do NOT leave important academic work in old Brightspace courses. Each semester, all courses receive a fresh Brightspace page commonly referred to as a “shell.” Course shells older than two years are automatically purged from the system, but sometimes instructors remove old course shells manually on their own. It is strongly recommended that you make backups of any work you have submitted to Brightspace before or shortly after your course ends. Especially if your program requires you to maintain a portfolio of work you have done.

9 http://accounts.maine.edu/
Google Products

Your maine.edu account is also a fully functional Google Account with access to Gmail, Google Drive, and most of Google's other products. After leaving the university, either through graduation or simply not registering for courses, credit-earning students have 5 years before their maine.edu account is removed. The limit is 2 years for non-credit students. This includes files and emails stored in Google’s products using your maine.edu account. If this data is important to you, or if you need to retain it for a portfolio or future certification, you must make and maintain your own personal backups of these files. Consider using Google Takeout\(^\text{10}\) to back up this data prior to separating from the University.

University Policies & Support Resources

ADA & Electronic Accessibility Notification & Accommodations

The university is committed to providing students with disabilities equal access to all university programs and services. If you think you have a disability and would like to request accommodations, please contact the Disability Services Center. Timely notification is essential. The Disability Services Center can be reached by calling 207-780-4706 or by email dsc-usm@maine.edu. If you have already received a faculty accommodation letter from the Disability Services Center and would like to request accommodations for this course, please provide me with that information as soon as possible. Please make a private appointment so that we can review your accommodations together.

The following is a list of accessibility resources for the software we use in this course:

- Account and Stukent Digital Marketing Textbook & Mimic Simulation information\(^\text{11}\)
- Brightspace Accessibility information\(^\text{12}\)
- Google Suite Accessibility information

Learning Commons

Tutoring at USM is for all students, not just those who are struggling. Tutoring provides active feedback and practice and is available for writing, math, and many more subjects. Walk-in tutoring is available at the Glickman Library in Portland, the Gorham Library, and the LAC Writing Center.

\(^{10}\) https://takeout.google.com

\(^{11}\) https://home.stukent.com/join/email?course_id=27489

\(^{12}\) https://www.d2l.com/accessibility/standards
● For the best service, we recommend making an appointment at the Learning Commons scheduling website.\textsuperscript{13}

● Questions about tutoring should be directed to Naamah Jarnot at (207) 780-4554.

● Interested in becoming a more effective, efficient learner? Check out the AGILE website!\textsuperscript{14}

**Tutoring And Writing Assistance**

Tutoring at USM is for all students, not just those who are struggling. Tutoring provides active feedback and practice and is available for writing, math, and many more subjects. Walk-in tutoring is available at the Glickman Library in Portland, the Gorham Library, and the LAC Writing Center. For best service, we recommend making an appointment at \url{https://usm.maine.edu/learningcommons/schedule-tutoring-appointment}. Questions about tutoring should be directed to Naamah Jarnot at 207-780-4554.

Interested in becoming a more effective, efficient learner? Check out \url{https://usm.maine.edu/agile}!

**Counseling**

Counseling is available for USM students. The best way to schedule an appointment is to email usm.health@maine.edu. More information is available on the University Health and Counseling Services website\textsuperscript{15}.

**Recovery-Oriented Campus Center (Rocc)**

A peer support community for students in recovery from substance abuse and other mental health conditions is available at USM. More information may be found online at \url{https://usm.maine.edu/recovery} or by containing ROCC at 207-228-8141.

**Non-Discrimination Policy**

The University of Southern Maine is an EEO/AA employer and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran’s status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies:

Amie Parker, Interim Director of Equal Opportunity

The Farmhouse, University of Maine Augusta

\textsuperscript{13} \url{https://usm.maine.edu/learningcommons/schedule-tutoring-appointment}

\textsuperscript{14} \url{https://usm.maine.edu/agile}

\textsuperscript{15} \url{https://usm.maine.edu/uhcs}
Statement of Religious Observance for Students

Absence for Religious Holy Days
The University of Southern Maine respects the religious beliefs of all members of the community, affirms their rights to observe significant religious holy days, and will make reasonable accommodations, upon request, for such observances. If a student’s religious observance is in conflict with the academic experience, they should inform their instructor(s) of the class or other school functions that will be affected. It is the student’s responsibility to make the necessary arrangements mutually agreed upon with the instructor(s).

Title IX Statement
The University of Southern Maine is committed to making our campuses safer places for students. Because of this commitment, and our federal obligations, faculty and other employees are considered mandated reporters when it comes to experiences of interpersonal violence (sexual assault, sexual harassment, dating or domestic violence, and stalking). Disclosures of interpersonal violence must be passed along to the University’s Deputy Title IX Coordinator who can help provide support and academic remedies for students who have been impacted. More information can be found online at http://usm.maine.edu/campus-safety-project or by contacting Sarah E. Holmes at usm.TitleIX@maine.edu or 207-780-5767.

If students want to speak with someone confidentially, the following resources are available on and off campus: University Counseling Services (207-780-4050); 24 Hour Sexual Assault Hotline (1-800-871-7741); 24 Hour Domestic Violence Hotline (1-866-834-4357).

POLICY ON ACCEPTABLE CONDUCT IN CLASS SETTINGS
If a student substantially disrupts a class, the professor may ask the student to align with this policy on conduct in a class setting. If the student refuses, the professor may, at their discretion, ask the student to leave. If the professor takes this step, they must attempt to communicate with the student and provide informal counsel and advice. The professor may elect to notify their dean of the situation as well. If the student disrupts the class again, the professor may, at their discretion, provide written
notification to the student, describe the offending behavior, and refer the student’s case to the appropriate academic dean and notify the dean of students that an official student conduct code violation has occurred [https://usm.main.edu/community-standards-mediation/conduct-process].

COVID FACE COVERING REQUIREMENT

Per USM and the University of Maine System, all students, faculty, and staff members are required to wear a face covering, including during all face-to-face classes. Resident students are exempted from this requirement when in their own room in the residence hall. Students seeking additional exceptions from this requirement should refer to the DISABILITY ACCOMMODATIONS section of this syllabus. https://www.main.edu/together/community-guidance/everyone/