San José State University
School of Global Innovation & Leadership
BUS187, Global Dimensions of Business, Section 4, Spring 2016

Course and Contact Information

Instructor: Christopher Lim
Office Location: Business Tower, 563
Telephone: 408-9246890 (voicemail only)
Email: Christopher.Lim@sjsu.edu (preferred contact method)
Office Hours: Monday & Wednesday, 4.20-5.20 p.m., and by appointment, please feel free to email or leave me a voicemail to set up an appointment
Class Days/Time: Monday, 3.00-4.15 p.m.
Classroom: BBC302

Prerequisites: Upper division standing and 100W

Course Description

An integrative interdisciplinary foundation for more specialized courses and self-directed learning. Provides an overview of economic, social, cultural and political/legal forces and factors influencing cross-border business and an introduction to international dimensions of business functions and operations

Course Goals

The goal of the course is to provide students with an introductory knowledge of international business, and to help students master the knowledge and skills necessary to contribute effectively in the global marketplace.

Output Knowledge and Skills:

| General knowledge of all areas of international business: Students will learn theoretical frameworks and basic operational processes of international business by surveying the main topics of IB, including economic, political, legal and cultural forces, globalization, international trade, foreign exchange, global supply chain, international marketing and finance, and strategy and structure of MNCs. |
| Critical thinking ability: Students will learn how to comprehend and critically evaluate information presented in written and numeric form. Students will gain the ability to analyze business documents and draw pertinent, well-argued conclusions from business reporting and business briefings. Students will also learn how to compare business environments across borders. |
| Case analysis and writing: Students will learn how to analyze complex case studies and communicate their arguments in a clear and logical manner. |
| Ethics: Students will learn ethical issues and responsibilities in international business and how to evaluate and |
manage ethical dilemmas.

Diversity/ Global knowledge: Students will gain global knowledge, and comprehend the challenges and opportunities of working in a diverse global environment.

Research Tools: Students will evaluate databases and learn business research tools appropriate for international business. Students will gain the ability to search quickly and effectively for business information, including familiarity with governmental and non-governmental sources of information, major business databases and Google scholar.

Country Studies: Integrate and apply the learning to country studies to prepare for real life application.

Learning Outcomes

Upon successful completion of this course, students will be able to:

- **LO1** - Become familiar with key concepts, theoretical frameworks, main driving forces, and basic operational processes of international business.

- **LO2** - Develop the ability to present a balanced view of international business that takes into account the viewpoints of home and host governments, of global, international, and domestic firms, of civil society organizations, and of citizens living in both developing and developed countries.

- **LO3** - Develop the capacity to apply subject knowledge to current issues and events in the global economy.

- **LO4** – Obtain a broad foundation for further study of international business.

- **LO5** - Develop research, analytical, and writing skills appropriate to international business.

Required Texts/Readings


**Other Readings:** Current business periodicals such as: *The Wall Street Journal, Business Week, The Economist,* and other readings that will be assigned during the course

Mission and Program Learning Goals

<table>
<thead>
<tr>
<th>LCoB Mission Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are the institution of opportunity in Silicon Valley, educating future leaders through experiential learning and character development in a global business community and by conducting research that contributes to business theory, practice and education.</td>
</tr>
</tbody>
</table>
BSBA Program Learning Goals

<table>
<thead>
<tr>
<th></th>
<th>Business Knowledge</th>
<th>Understand basic business principles and demonstrate discipline-specific competencies as applied to local and global environments.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Communication</td>
<td>Communicate ideas clearly, logically, and persuasively in oral and written format, using technology appropriately.</td>
</tr>
<tr>
<td>3</td>
<td>Ethical Awareness</td>
<td>Recognize, analyze, and articulate solutions to ethical issues that arise in business.</td>
</tr>
<tr>
<td>4</td>
<td>Leadership Diversity &amp; Teams</td>
<td>Comprehend the challenges and opportunities of leading and working in diverse teams and environments.</td>
</tr>
<tr>
<td>5</td>
<td>Critical Thinking</td>
<td>Comprehend, analyze, and critically evaluate complex unstructured qualitative and quantitative problems, using appropriate tools and technology.</td>
</tr>
<tr>
<td>6</td>
<td>Innovation</td>
<td>Recognize, analyze, and articulate strategies for promoting creativity and innovation.</td>
</tr>
</tbody>
</table>

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](http://www.sjsu.edu/senate/docs/S12-3.pdf).

[University policy F69-24](http://www.sjsu.edu/senate/docs/F69-24.pdf) states, “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

Instructional Method:
The class will be conducted as an interactive exchange. Students will take an active role in leading discussion of cases, presenting cases, and providing critical commentary. Each class will involve discussion and dialogue as major elements in the learning strategy, although lecture will be utilized to provide grounding for subject content. Individual participants will be responsible for completing reading assignments and participating in discussion of those readings.

Student Responsibility

1. **BEFORE EACH CLASS:** to read the relevant chapter in the textbook and the case study prior to EACH class. The quality of class interaction and learning experience is directly related to how many and how much students participate and shape the in-class discussion. Identifying current news relevant to class topics will make the class more interesting and relevant, and bring discussion closer to your own topic of interests, rather than examples solely supplied by the instructor. Bringing up examples of relevant work experience too. In short, be prepared to contribute and get the most out of the class.
2. **AFTER EACH CLASS:** to review the instructor’s slides posted on Canvas, and relevant videos and articles after. Complete the relevant QUIZ for the week.

3. **TO BE PROACTIVE AND ASK FOR SUPPORT AS SOON AS NEEDED FROM:**
   - their peers, especially their group members
   - the instructor: students are invited to drop in during office hours or make an appointment with the instructor should they experience any difficulty or feel they are falling behind.

Regular work is essential to manage course load. Leaving it all to the week prior to the midterms and final will not be effective to assimilate the information required.

### Assignments and Grading Policy

<table>
<thead>
<tr>
<th>Exams (Mid-Term 1&amp;2 &amp; Finals)</th>
<th>40%</th>
<th>MT1&amp;2 = 100pts each Finals = 200pts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation, Participation, Quiz, Attitude (In Class)</td>
<td>15%</td>
<td>Assessment weekly = 10pts x 15 = 150 pts</td>
</tr>
<tr>
<td>Assignments (Individual)</td>
<td>20%</td>
<td>8 Assignments (25pts each) = 200pts</td>
</tr>
<tr>
<td>Group Case Assignment / Presentation (Team)</td>
<td>25%</td>
<td>Group Project Paper &amp; Final presentation = 250pts</td>
</tr>
</tbody>
</table>

**Total**

| 100%* | 1000 |

*Final grade will be based on the percentage completed of 1,000 total course points

### Individual Assignment:

- a. The individual assignments will be distributed weekly and will comprise of multiple-choice and/or short essay questions related to the text chapters discussed. They will be graded on the appropriate application of relevant analysis and discussion of the issues. Grading will also include a critical evaluation of the professional writing skills of the student.
- b. Late papers will not be graded.
- c. Specifics of the written assignment will be discussed/distributed in class.

### Group Case Assignment:

- a. The group assignments will be distributed prior to the first Midterm exam.
- b. Each group case study will be graded on the appropriate application of relevant analysis and discussion of the issues between the group members. Grading will also include a critical evaluation of the professional writing and presentation skills of the group.
- c. Late papers will not be graded.
- d. Specifics of the group case assignment will be discussed/distributed in class.

### Grading Percentage Breakdown
Classroom Protocol

To ensure that every student, current and future, who takes courses in the Boccardo Business Center has the opportunity to experience an environment that is safe, attractive, and otherwise conducive to learning, the College of Business at San José State has established the following policies:

**Eating:**
Eating and drinking (except water) are prohibited in the Boccardo Business Center. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer of the University.

**Cell Phones:**
Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the course and do not stop when requested by the instructor will be referred to the Judicial Affairs Officer of the University.

**Computer Use:**
In the classroom, faculty allow students to use computers only for class-related activities. These include activities such as taking notes on the lecture underway, following the lecture on Web-based PowerPoint slides that the instructor has posted, and finding Web sites to which the instructor directs students at the time of the lecture. Students who use their computers for other activities or who abuse the equipment in any way, at a minimum, will be asked to leave the class and will lose participation points for the day, and, at a maximum, will be referred to the Judicial Affairs Officer of the University for disrupting the course. (Such referral can lead to suspension from the University.) Students are urged to report to their instructors computer use that they regard as inappropriate (i.e., used for activities that are not class related).

**Academic Honesty:**
Faculty will make every reasonable effort to foster honest academic conduct in their courses. They will secure examinations and their answers so that students cannot have prior access to them and proctor examinations to prevent students from copying or exchanging information. They will be on the alert for plagiarism. Faculty will provide additional information, ideally on the green sheet, about other unacceptable procedures in class work.
and examinations. Students who are caught cheating will be reported to the Judicial Affairs Officer of the University, as prescribed by Academic Senate Policy S04-12.

University Policies

General Expectations, Rights and Responsibilities of the Student

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU’s policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. To learn important campus information, view University Policy S90–5 at http://www.sjsu.edu/senate/docs/S90-5.pdf and SJSU current semester’s Policies and Procedures, at http://info.sjsu.edu/static/catalog/policies.html. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not address the issue, it is recommended that the student contact the Department Chair as the next step.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Consent for Recording of Class and Public Sharing of Instructor Material

University Policy S12-7, http://www.sjsu.edu/senate/docs/S12-7.pdf, requires students to obtain instructor’s permission to record the course and the following items to be included in the syllabus:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
  - It is suggested that the greensheet include the instructor’s process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
  - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.

- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of
Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

Accommodation to Students’ Religious Holidays

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center at http://www.sjsu.edu/at/asc/ located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

SJSU Peer Connections

Peer Connections’ free tutoring and mentoring is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. Peer Connections tutors are trained to provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group and individual tutoring are available. Peer Connections mentors are trained to provide support and resources in navigating the college experience. This support includes assistance in learning strategies and techniques on how to be a successful student. Peer Connections has a learning commons, desktop computers, and success workshops on a wide variety of topics. For more information on services, hours, locations, or a list of current workshops, please visit Peer Connections website at http://peerconnections.sjsu.edu for more information.

SJSU Writing Center

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. For
additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

![QR Code]

**SJSU Counseling and Psychological Services**

The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available to provide confidential consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling and Psychological Services website](http://www.sjsu.edu/counseling) at http://www.sjsu.edu/counseling.
## BUS187 / Global Dimensions of Business, Spring 2016, Section 4, Monday/Wednesday: 3.00-4.15 p.m.

### Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics &amp; Readings</th>
<th>Assignment/Activity</th>
</tr>
</thead>
</table>
| 1    | 2/1 & 2/3  | • Orientation and introduction  
• Opening discussion: What is globalization?  
• Hill chap. 1-Economics, regression, and interdependence | • Read Chapters 1& 2 – review case study  
• Assgn 1 dist. 2/3 |
| 2    | 2/8 & 2/10 | • Hill chap. 2 -Political systems  
• Chap 3 -Economic development  
• Group Formation & Project Review – Global Business Plan (GBP) | • Read Chapters 3 & 4  
• Picking members of your group |
| 3    | 2/15 & 2/17| • Hill chap. 4 – Culture  
• Group Project Review – Global Business Plan (Cont’d)  
• Chap 5 -Ethics | • Read Chapters 5 & 6  
• Assgn 1 due 2/17  
• Assgn 2 dist. 2/17  
• Group Project Team Formed |
| 4    | 2/22 & 2/24| • Chap 6 -Economic primer and Trade Theory | |
| 5    | 2/29 & 3/2 | • Hill chap.7 -Political economy of trade  
• Hill chap. 8- Foreign direct investment  
• GBP Phase 1 Review | • Read chapters 7 & 8  
• Assgn 2 due 3/2  
• Assgn 3 dist. 3/2 |
| 6    | 3/7 & 3/9  | • Mid-term Revision  
• GBP Phase 1 Review | • Revise chapters 1-8  
• Prepare GBP draft Phase 1 & 2 |
| 7    | 3/14 & 3/16| • MIDTERM EXAM 1 (Chapters discussed to date and lecture material)  
• Chap 8 -Macroeconomics and National Income Accounting, Political ideology & FDI | • Assgn 3 due 3/16  
• Assgn 4 dist. 3/16 |
| 8    | 3/21 & 3/23| • Hill chap. 9 - Regional economic integration  
• Chap 10 - Foreign exchange market | • Read chapters 9 & 10  
• Assgn 5 dist. 3/23 |
| 9    | 3/28 & 3/30| • Spring Break | |
| 10   | 4/4 & 4/6  | • Hill chap. 11 - The international monetary system | • Read chapters 11 & 12  
• Assgn 4 & 5 due 4/6 |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics &amp; Readings</th>
<th>Assignment/Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• Chap 12 – Global Capital Markets</td>
<td>• Assgn 6 dist. 4/6</td>
</tr>
<tr>
<td>11</td>
<td>4/11 &amp; 4/13</td>
<td>• Chap 12 – Global Capital Markets</td>
<td>• Read chapters 13 &amp; 14</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Chap 13 – Global Strategy</td>
<td>• GBP Draft Review</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• GBP Phase 2 &amp; 3 Review</td>
<td>• Assgn 7 dist. 4/13</td>
</tr>
<tr>
<td>12</td>
<td>4/18 &amp; 4/20</td>
<td>• Mid-Term 2 Revision</td>
<td>• Revise chapters 1-13 – primarily on chapters 9-13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Class Quizzes</td>
<td>• Assgn 6 due 4/20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• GBP Phase 2 &amp; 3 Review</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>4/25 &amp; 4/27</td>
<td>• MIDTERM EXAM 2 - (Chapters discussed to date and lecture material)</td>
<td>• Assgn 7 due 4/27</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Chap 14 -Strategy and structure</td>
<td>• Assgn 8 dist 4/27</td>
</tr>
<tr>
<td>14</td>
<td>5/2 &amp; 5/4</td>
<td>• Chap 15 -Entry strategy and strategic alliances</td>
<td>• Read chapters 15-17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Chap 16 -Exporting</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Chap 17 – Global Production, Outsourcing &amp; Logistics</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>5/9 &amp; 5/11</td>
<td>• Chap 18 – Global Marketing and R&amp;D</td>
<td>• Read chapter 18</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• GBP Presentation Session 1</td>
<td>• Assgn 8 due 5/11</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• GBP Project Paper due 5/11</td>
</tr>
<tr>
<td>16</td>
<td>5/16 &amp; 5/18</td>
<td>• GBP Presentation Session 2</td>
<td>• Revise chapters 1-18</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Final Exams (Chapters 1-18)</td>
<td></td>
</tr>
</tbody>
</table>

**FINAL EXAM: Wednesday 5/18, 1.30pm**

**Note: This is a tentative schedule subject to change, depending on class flow.**