

San José State University

College of Business School of Global Innovation & Leadership BUS 187, Global Dimensions of Business, Section 4 Semester: Fall Year: 2018

Instructor:	Thomas A. Shirley
Office Location:	Business Tower (BT) 557
Email:	Canvas Email (Preferred)
Office Hours:	Monday 1:00 PM to 2:45 PM (By Appointment) or when convenient for student and professor or via Phone (By Appointment)
Class Days/Time:	MoWe 12:00 PM - 1:15 PM
Classroom:	BBC 326
Prerequisites:	Upper division standing and 100W
GE/SJSU Studies Category:	Not Applicable

Faculty Web Page

http://www.cob.sjsu.edu/shirley_t

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 and Course Learning Outcomes (CLO)

The goal of the course is to provide students with an introductory knowledge of international business. Students will achieve the following learning outcomes as a result of participation in this course.

1. Become familiar with key concepts, theoretical frameworks, main driving forces, and basic

- operational processes of international business;
2. 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, and of citizens living in both emerging and developed economies;
 3. Develop the capacity to apply subject knowledge to current issues and events in the global economy.
 4. Obtain a broad foundation for further study of international business.
 5. Develop research, analytical, and writing skills appropriate to international business.

Required Texts/Readings

Textbook (Required)

Daniels, Radebaugh, and Sullivan. (2014) International Business, 15th Edition, Prentice Hall.

ISBN-10: 0-13-376874-0

ISBN-13: 978-0-13-376874-9

NOTE: Students can get any edition from the 13th to 15th edition, including international, eBook, or other cheaper versions. ***Just be sure that the topics in the Table of Contents are the same.*** Paper or digital copies may also be available for rent (vs. purchase) through the university bookstore and vendors like Amazon.com, which will likely be less expensive.

IMPORTANT: Please purchase the required textbook in advance, so it arrives BEFORE the second week of class!!!

Also, if you wait until after the first day of class, you will fall behind on the reading very quickly. And since there will be quizzes on all assigned reading (starting the second week of class), this will negatively affect your class grade immediately. Please see required textbook details above.

Other Readings

Articles from online or print business magazines or newspapers may be added to provide current, real-world examples of topics discussed in class.

Other equipment / material requirements

Canvas, the SJSU learning management system, will be heavily leveraged for communication, assignments, lecture presentations, quizzes, etc. Therefore, students need to set the system to automatically forward Canvas messages to their preferred regular email address. In addition, students need to be aware of the information and documents available in Canvas, before requesting the professor.

Assignments and Grading Policy

Assignments

Not Applicable

Exams

Midterm and Final Exam

ONLY verifiable emergency circumstances will be recognized by the instructor as a valid reason for a student to reschedule an exam.

A student having exams in courses that total nine or more units in one day may request an alternative exam date from one of his/her instructors at least three weeks prior to the last class meeting (if the student and instructor are unable to agree on rescheduling, the department chairperson shall negotiate an appropriate solution). Rescheduled exams should be taken during the make-up period.

Students who do not take the final examination during the scheduled time will ordinarily receive an "F" grade. If eligible and in VERY rare cases, a student may arrange with the instructor to receive an incomplete grade.

Quizzes

There will be quizzes over the assigned reading due in the online learning management system 15 MINUTES BEFORE each class day's starting time.

Quizzes questions will cover basic concepts and terms to ensure students have read the assigned reading, so they are prepared to contribute to class discussions.

Quizzes will be objective questions in True/False and/or Multiple Choice format.

IMPORTANT: There will be **NO make up** quizzes for any reason.

Term Project

The Term Project requires students to work in a group, playing the role of junior analysts in a top consulting firm, analyzing a company. Details will be explained in class, and will be available on the course learning management system site.

Team Member Performance Expectations:

Team members should be PRO-actively participating on teams, by communicating and taking initiative to contribute a fair share of the workload. Pro-active participation includes, but is not limited to:

- Consistently attending end-of-class team meetings
- Coming to meetings well-prepared, i.e. having read the required chapters and research for that stage of the project
- Completing deliverables in advance of agreed upon deadlines
- Communicating with team frequently, promptly, and with well-prepared information.
- Helping other team members with their part of the project.
- Treating other team members or classmates with courtesy and respect.

If an individual team member is not sufficiently contributing to the project, e.g. not attending meetings, providing valuable input, late on deadlines, selecting only easy tasks, etc., other team members should talk to or email the professor directly as soon as possible. Do not wait until deadlines, since there this will provide little time for correction of behaviors.

Insufficient individual team member performance may directly negatively affect team members' project grades severely, e.g., 30 to 50 points off.

All individual team member presentation grades are pending feedback from other team members.

In summary, each individual team member needs to bring some exceptional value to the table. Otherwise, you are not contributing to the team's efforts.

Because communication skills are an essential to succeeding in business, your project will be evaluated not only for content but also for the clarity and precision of the writing. The clarity and quality of your communications skills will affect the grade you earn for the assignment so you should aim to proofread it carefully before submitting it. I also take into account the logic with which you develop an argument and the overall organization of the paper. The project paper you submit may exceed the guidelines, but I will take into consideration the 'contribution density'. An analysis that is long but says little will get a lower grade than one that makes the same points using fewer words. You should therefore take considerable care, once you have developed a draft, to ensure that you are not repeating yourselves and that there is nothing in your analysis that is superfluous.

I would like all papers to be 12 point Times New Roman, double-spaced with one inch margins all round.

Class Participation

As in the real business environment, students will be expected to come to class prepared to contribute to class discussions. This means, reading and thinking through the key topics in the assigned reading. Students are not expected to be experts in the topics. The professor recognizes that students are taking the course to develop their understanding of these topics. However, they must have a basic understanding of the topics of the assigned readings. Only then can we have fruitful class discussions.

Most classes will involve group and individual exercises analyzing and discussing current real-world cases related to the reading assignment topics. This approach is designed to provide examples of the topics applied by companies or organizations to support the concrete understanding of the topics.

Class attendance is at your discretion, but **STRONGLY RECOMMENDED**. Since I use class time not to go over the readings but to add to it and to provide you with the opportunity to have me clarify points you haven't understood, so you will likely do better if you come to class than if you don't. Moreover, if there is a discrepancy between what is written in the text or elsewhere and what I have said in class, the latter takes precedence.

Late Assignments

All Assignments are to be completed or uploaded in the designated area in the learning management system by the due date and time. Assignments submitted within 24 hours after the due date and time will have 10% deducted, within 48 hours 20% deducted, and so on.

Grading Policy

Differently abled students should contact me if these evaluation procedures are not appropriate.

Grading Percentage Breakdown

Quizzes	20%
Mid-term Team Presentation	10%
Final Team Presentation	10%
Strategic Plan (Midterm 5% & Final 5%)	10%
Mid-term Exam	25%
Final Exam	25%
Total	100%

94% and above	A
93% - 90%	A-
89% - 87%	B+
86% - 84%	B
83% - 80%	B-
79% - 77%	C+
76% - 74%	C
73% - 70%	C-
69% - 67%	D+
66% - 64%	D
63% - 60%	D-
below 60%	F

Course Timeline with Class Schedule and Assignments

NOTE: The schedule is subject to change with fair notice via emails and class announcements.

Class Date	CLASS AGENDA / TOPICS	ASSIGNMENT (FOR NEXT CLASS DAY)
Wed., Aug. 22	<p>Discuss:</p> <ul style="list-style-type: none"> • Syllabus and class philosophy • Project • Team and Project Management <p>Introductions</p> <p>Establish Teams & Meet</p> <ul style="list-style-type: none"> • Email professor: <ul style="list-style-type: none"> ○ Class & Section Numbers ○ Full (official) names of team members • Exchange contact info. • Work on Midterm Project Plan 	<p>Read:</p> <ul style="list-style-type: none"> • Luthans Chapter 8A: Basic Steps in Strategy Formulation and Implementation, Pgs. 286-292 (PDF in Canvas/Files/Readings) • Daniels Chapter 13: Country Evaluation and Selection (PDF in Canvas/Files/Readings) <p>Prepare:</p> <ul style="list-style-type: none"> • Decide on organizations to study <ul style="list-style-type: none"> ○ First & Second Choices
Mon., & Wed., Aug. 27 & 29	<p>Discuss:</p> <ul style="list-style-type: none"> • Chapter 1: Globalization and International Business • Decide on organizations to study <ul style="list-style-type: none"> ○ First & Second Choices • Email professor: <ul style="list-style-type: none"> ○ Class & Section Numbers ○ Full (official) names of team members ○ Organizations to study <ul style="list-style-type: none"> ▪ First & Second Choices <p>Wednesday: MIDTERM PROJECT PLAN DUE</p> <p>Take Quiz for & Discuss:</p> <ul style="list-style-type: none"> • Luthans Chapter 8A: Basic Steps in Strategy Formulation and Implementation, Pgs. 286-292 (PDF in Canvas/Files/Readings) • Daniels Chapter 13: Country Evaluation and Selection (PDF in Canvas/Files/Readings) 	<p>Read:</p> <ul style="list-style-type: none"> • Chapter 2: Cultural Environments Facing Business

<p>Mon. & Wed. Sept. 3 & 5</p>	<p>Monday:</p> <ul style="list-style-type: none"> • NO CLASS: LABOR DAY <p>Wednesday:</p> <p>Take Quiz for & Discuss:</p> <ul style="list-style-type: none"> • Chapter 2: Cultural Environments Facing Business 	<p>Read:</p> <ul style="list-style-type: none"> • Chapter 3: Political and Legal Environments Facing Business
<p>Mon. & Wed., Sept. 10 & 12</p>	<p>Wednesday: TARGET COUNTRY CHOICE (First & Second Choices)</p> <p>Take Quiz for & Discuss:</p> <ul style="list-style-type: none"> • Chapter 3: Political and Legal Environments Facing Business • 	<p>Read:</p> <ul style="list-style-type: none"> • Chapter 4: Economic Environments Facing Businesses
<p>Mon. & Wed., Sept. 17 & 19</p>	<p>Take Quiz for & Discuss:</p> <ul style="list-style-type: none"> • Chapter 4: Economic Environments Facing Businesses 	<p>Read:</p> <ul style="list-style-type: none"> • Chapter 7: Cross-National Cooperation and Agreements
<p>Mon. & Wed., Sept. 24 & 26</p>	<p>Take Quiz for & Discuss:</p> <ul style="list-style-type: none"> • Chapter 7: Cross-National Cooperation and Agreements 	<p>Prepare:</p> <ul style="list-style-type: none"> • Midterm Team Presentation (100% Draft)

<p>Mon. & Wed., Oct. 1 & 3</p>	<p>Monday:</p> <p>MIDTERM PRESENTATIONS DUE FOR 'ALL' TEAMS (100% DRAFT)</p> <ul style="list-style-type: none"> • Due: Midterm Presentation (100% Draft) <ul style="list-style-type: none"> ○ Each team member's section should be 100% completed and uploaded into Canvas by class start time ○ Professor will review every slide of each team ○ Professor will provide answer to specific questions ○ Work on project in class as teams <p>Wednesday:</p> <ul style="list-style-type: none"> • Project Workshop <ul style="list-style-type: none"> ○ Professor will review every slide of each team ○ Professor will provide answer to specific questions ○ Work on project in class as teams <p>NOTE: One team member uploads presentation for entire team BEFORE class start time</p> <p>ATTENDANCE MANDATORY!!!</p>	<p>Prepare:</p> <ul style="list-style-type: none"> • Midterm Team Presentation (Final Draft)
<p>Mon. & Wed., Oct. 8 & 10</p>	<p>MIDTERM PRESENTATIONS DUE ON EACH TEAM'S 'DAY OF PRESENTATION' (FINAL DRAFT)</p> <p>Monday:</p> <ol style="list-style-type: none"> 1. Team 1 2. Team 2 <p>Wednesday:</p> <ol style="list-style-type: none"> 3. Team 3 4. Team 4 <p>NOTE: One team member uploads presentation for entire team BEFORE class start time the day your team presents.</p> <p>ATTENDANCE MANDATORY!!!</p>	<p>Prepare:</p> <ul style="list-style-type: none"> • Midterm Team Presentation (Final Draft)

<p>Mon. & Wed., Oct. 15 & 17</p>	<p>MIDTERM PRESENTATIONS DUE (FINAL DRAFT)</p> <p>Monday: 5. Team 5 6. Team 6</p> <p>Wednesday: 7. Team 7 8. Team 8</p> <p>NOTE: One team member uploads presentation for entire team BEFORE class start time the day your team presents.</p> <p>ATTENDANCE MANDATORY!!!</p>	<p>Monday: • Prepare for Midterm Exam</p> <p>Wednesday: Read: • Chapter 12: Global Strategies, Pgs. 461-472 • Luthans Chapter 8B: Country and Firm-Specific Factors, Pgs. 292-293 (PDF in Canvas/Files/Readings)</p>
<p>Mon. & Wed., Oct. 22 & 24</p>	<p>Monday: MIDTERM EXAM (Topics to date)</p> <ul style="list-style-type: none"> • In Regular Classroom on Laptop • Can borrow a laptop at CoB Student Success Center (BBC 008) • On Canvas in Quizzes section • Download & Test Respondus Lockdown Browser <p>Wednesday: • Chapter 12: Global Strategies, Pgs. 461-472 • Luthans Chapter 8B: Country and Firm-Specific Factors, Pgs. 292-293 (PDF in Canvas/Files/Readings)</p>	<p>Prepare Team Midterm Strategic Plan</p> <p>Read: • Chapter 15: Direct Investment and Collaborative Strategies</p>
<p>Mon. & Wed., Oct. 29 & 31</p>	<p>Monday: MIDTERM STRATEGIC PLAN DUE</p> <ul style="list-style-type: none"> • Each student writes about their own parts of the Midterm Presentation individually, and then put all individual parts together as one, integrated project team Strategic Plan paper. • One team member uploads presentation for entire team BEFORE class start time <p>Take Quiz for & Discuss:</p> <ul style="list-style-type: none"> • Chapter 15: Direct Investment and Collaborative Strategies 	<p>Read: • Chapter 17: Marketing Globally</p>
<p>Mon. & Wed., Nov. 5 & 7</p>	<p>Take Quiz for & Discuss:</p> <ul style="list-style-type: none"> • Chapter 17: Marketing Globally 	<p>Wednesday: Read: • Chapter 18: Global Manufacturing and Supply-Chain Management</p>

<p>Mon. & Wed., Nov. 12 & 14</p>	<p>Monday:</p> <ul style="list-style-type: none"> • NO CLASS: VETERAN'S DAY <p>Wednesday:</p> <ul style="list-style-type: none"> • Chapter 18: Global Manufacturing and Supply-Chain Management 	<p>Monday:</p> <ul style="list-style-type: none"> • Prepare Final Team Presentations (100%)
<p>Mon. & Wed., Nov. 19 & 21</p>	<p>Monday:</p> <p>FINAL PRESENTATIONS DUE FOR TEAMS 5-8 (100% DRAFT)</p> <ul style="list-style-type: none"> • Due: Final Presentation (100% Draft) <ul style="list-style-type: none"> ○ Each team member's section should be 100% completed and uploaded into Canvas by class start time ○ Professor will review every slide of each team ○ Professor will provide answer to specific questions ○ Work on project in class as teams <p>NOTE: One team member uploads presentation for entire team BEFORE class start time</p> <p>Wednesday:</p> <ul style="list-style-type: none"> • NO CLASS: THANKSGIVING 	<p>Monday:</p> <ul style="list-style-type: none"> • Prepare Final Team Presentations (100%) <p>Wednesday:</p> <ul style="list-style-type: none"> • Prepare Final Team Presentations (Final)

<p>Mon. & Wed., Nov. 26 & 28</p>	<p>Monday:</p> <p>FINAL PRESENTATIONS DUE FOR TEAMS 1-4 (100% DRAFT)</p> <ul style="list-style-type: none"> • Project Presentation Workshop <ul style="list-style-type: none"> ○ Professor will review every slide of each team ○ Professor will provide answer to specific questions ○ Work on project in class as teams <p>NOTE: One team member uploads presentation for entire team BEFORE class start time</p> <p>Wednesday:</p> <p>FINAL PRESENTATIONS DUE ON EACH TEAM'S 'DAY OF PRESENTATION' (FINAL DRAFT)</p> <ol style="list-style-type: none"> 1. Team 5 2. Team 6 <p>NOTE: One team member uploads presentation for entire team BEFORE class start time the day your team presents.</p>	
<p>Mon. & Wed., Dec. 3 & 5</p>	<p>Monday:</p> <ol style="list-style-type: none"> 5. Team 7 6. Team 8 <p>Wednesday:</p> <ul style="list-style-type: none"> • Team 1 • Team 2 	<p>Prepare Team Final Strategic Plan</p>
<p>Mon., Dec. 10</p>	<p>Monday:</p> <ol style="list-style-type: none"> 5. Team 3 6. Team 4 	
<p>Thurs., Dec. 13, 9:45 am - 12:00 pm</p>	<p>FINAL EXAM (Topics since Midterm Exam)</p> <ul style="list-style-type: none"> • Bring or Borrow Laptop • On Canvas in Quizzes section <p>10:30 am:</p> <ul style="list-style-type: none"> • Career Management: Do's and Don'ts! 	

Sunday, Dec. 17, 11:59 pm	<p>FINAL STRATEGIC PLAN DUE</p> <ul style="list-style-type: none"> • Each student writes about their own parts of the Final Presentations individually, and then put all individual parts together as one, integrated project team Strategic Plan paper. • NOTE: One team member uploads paper for entire team 	
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Library Liaison

Ann Agee

408-808-2033

ann.agee@sjsu.edu

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. Information on add/drops are available at

<http://www.sjsu.edu/advising/faq/index.htm#add>

Information about late drop is available at

<http://www.sjsu.edu/aars/policies/latedrops/>.

Students should be aware of the current deadlines and penalties for adding and dropping classes.

University Policies

Academic integrity

Students should know the University's Academic Integrity Policy that is available at

http://www.sjsu.edu/studentconduct/Students/Student_Academic_Integrity_Process/

Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require 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 website for Student Conduct and Ethical Development is available at

http://www.sa.sjsu.edu/judicial_affairs/index.html

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

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 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

Student Technology Resources (Optional)

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and 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 digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

Learning Assistance Resource Center (Optional)

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The LARC website is located at <http://peerconnections.sjsu.edu/>

SJSU Writing Center (Optional)

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at <http://www.sjsu.edu/writingcenter/>

Peer Mentor Center (Optional)

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop –in basis, no reservation required.

College of Business Program Goals:

(Not all program learning goals are covered in every course)

1. Business Knowledge

Understand basic business principles and demonstrate discipline-specific competencies as applied to local and global environments.

2. Communication

Communicate ideas clearly, logically, and persuasively in oral and written format, using technology appropriately.

3. Ethical Awareness

Recognize, analyze, and articulate solutions to ethical issues that arise in business.

4. Leadership, Teams and Diversity

Comprehend the challenges and opportunities of leading and working in diverse teams and environments.

5. Critical Thinking

Comprehend, analyze, and critically evaluate complex and unstructured qualitative and quantitative business problems, using appropriate tools and technology.

6. Innovation

Recognize, analyze, and articulate strategies for promoting creativity and innovation.

College of Business Policies:

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.