

San Jose State University
Lucas College and Graduate School of Business
Course: BUS202
Title: Managing in the Global Economy
Semester: Spring 2018

Course and Contact Information

Instructor:	Richard Sessions
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Office Hours:	Tu/Th 12:00pm to 1:00pm or By Appointment
Class Days/Time:	See Course Catalogue
Classroom:	BBC022
Prerequisites:	Graduate standing and restricted to Business - MBA majors only

Course Materials, Canvas and Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on [Canvas Learning Management System course login website](#) at <http://sjsu.instructure.com>. You are responsible for regularly checking with the messaging system through [MySJSU](#) at <http://my.sjsu.edu> (or other communication system as I may indicate in class) to learn of any updates. Please check your Junk Email folder and your email address in the MySJSU system before telling me you did not receive my emails.

Course Description

The main objective of this course is to give students a way of thinking about major business issues in the world and prepare them to succeed in a global enterprise as well as to adapt strategically/successfully/ in a world of ongoing dramatic change.

We will investigate Leading a Global Enterprise, including how markets, institutions and organizations vary from country to country, and how global competition, climate change, digital and emerging economics, and shifting from manufacturing to a service economies affect management practice. Professional, clear and concise oral and written communications, as well as effective/responsible teamwork is expected.

We will examine business on a global level, seeing the global business world as a (all be it complex) system of many interrelated parts. We will consider how to lead and win in global (and semi-global) markets and we will look at global entrepreneurship. In addition, we will address recent global issues like the rise of Nationalism and the expedient growth of 'global' information technology.

C-level communication is an important part of this course. We will be using a Case Study as a foundation "realworld" learning experience pulled through the entire course. To successfully complete the Case Analysis, Solution Presentation, and Executive Briefing assignments, a student needs the following knowledge and skills:

- Ability to understand the Global Enterprise and business issues as well as the connection between both
- Ability to research and communicate good, unbiased, fact based solutions
- Ability to apply learned/researched information to solve business problems and help drive profitable revenue growth - i.e., an understanding of management/leadership challenges

- Ability to use word processing, presentation, and spreadsheet tools to craft formal C-Level reports and communications.

Course Goals

Why is this course important to you? In today's business environment, Business Leaders must understand and intelligently integrate business strategy and global forces affecting the enterprise to gain competitive advantage for their companies to drive profitable revenue growth.

This course will contain elements that cover the six BSBA Program Learning Goals:

Goal One: Business Knowledge

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

Goal Two: Communication

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

Goal Three: Ethical Awareness

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

Goal Four: Leadership, Teams and Diversity

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

Goal Five: Critical Thinking

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

Goal Six: Innovation

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

Required Texts/Readings

Textbook

Title: Global Business

Author: Mike W. Peng, Ph.D.

Publisher: CENGAGE Learning

ISBN: 978-1-305-50089-1

Other Readings

Other texts and reading material may be required for the completion of assignments. On occasion, students may have to find and print articles from the library database and / or internet, or purchase cases from the Harvard Business Case database. You will be advised in a timely manner of those requirements as needed.

Other recommended technology requirements / equipment / material if any

PC or Tablet with up-to-date software suitable for C-Level communications such as Word, PowerPoint, Excel as well as appropriate team collaboration tools such as DropBox, Zoom, OneNote and email.

Course Requirements and Assignments

SJSU classes are designed such that to be successful, it is expected that students will spend a minimum of fortyfive 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) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

You are responsible for regularly checking Canvas for specific course requirements, assignments and due dates. The Course Calendar is also posted on Canvas.

Assignments and Grading Policy

Grades will be based on these main areas:

Class Participation

This is a discussion-oriented course that makes use of case studies or current/emerging technologies, class discussion, the personal experiences of the members of the class and the required textbook. For this approach to succeed students must carefully prepare cases, in certain situation students will prepare in class impromptu, and participate in class. Each student is expected to add to the learning experience of others. You are encouraged to keep up with the reading to ensure we spend our time in class discussing the application of these materials. “Lectures” will follow the book, however, there will be significant material added clarify the information presented in the book and to increase comprehension as well as to enrich learnings. The following areas are used in evaluating student’s performance:

- Good ideas that are well presented
- Analysis supported by case facts, readings and/or lecture
- Analysis supported by experience
- Ties to previous discussion contributions
- Building on comments of others and/or constructive disagreement
- Respect and acknowledgment of other’s contributions
- Tasteful displays of humor

Quizzes

There are no weekly quizzes in this class. Instead we will cover pertinent news articles at the beginning of each class.

Research and Briefings

The ability to translate information into knowledge is an important skill. Throughout the semester there will be various individual and group (team) assignments. The object of these assignments will be learning how to analyze a topic, research a topic and present succinct information to senior executives for decision making. A rubric and in class discussions will be provided to insure successful completion of the assignments. These topical assignments build upon one another and will cover three main areas: **C-Level Communications**

- **Case Analysis** – Individual assignment - Five page single spaced written case analysis
- **Presentation** – Group/Team assignment – Executive level presentation to be presented and graded in class
- **Technical Briefing** – Individual assignment - a “one page” executive level briefing

A Word of Caution: The C-Level Communication assignments will take much longer to complete successfully than you think. DO NOT PROCRASTINATE – TIME WILL BE YOUR GREATEST ENEMY!

Midterm and Final

Expect one midterm and one final.

Grading Information

Point Assignments

	Points	Total
C-Level Communications		
Case Presentation (Team)	1 @ 100 points	100
Staying Current		
News Assignments (Individual)	9 @ 10 points each	90
Retrospectives		
Cultural Role Play	1 @ 20 points	20
Student Led Learning	7 @ 20 points each	140
Exams (Individual)		
Midterm Exam	1 @ 100 points	100
Final Exam	1 @ 100 points	100
Total		450

Grading on a Curve

Nope – I do not do that. Sorry.

Grading Breakdown

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

Extra Credit Options (if available)

No extra credit is available except in extraordinary circumstances approved by the instructor. In other words – don't count on it.

Penalty (if any) for Late or Missed Work

Late work **will not** be accepted except by previous arrangement or under extraordinary circumstances approved by the instructor. Just like in the business world, it is your responsibility to be proactive and to notify the instructor in advance of an issue. I am very accessible.

Make Ups

Make ups for missed or late quizzes, exams, papers, or other class exercises **will not** be given unless they are approved by the instructor **prior** to the due date of the assignment or are the result of extraordinary circumstances.

Course Policy Statements

If you require course adaptations or accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please notify me as soon as possible.

Students are responsible for adhering to all Federal, State, Local, University and Department laws, regulations, policies, and guidelines. Failure to comply will be addressed as prescribed under such law, regulation, policy, or guideline. This includes but is not limited to alcohol and drug use, cheating, plagiarizing, and disruptive behavior in class.

All written assignments and presentations will be proofread and formatted in a professional manner before they are submitted and/or presented in class. They will use business voice. Every submission will be graded on format as well as content. And, all work that is handed in for a grade must be typed and/or prepared electronically with a word processing and or graphical tool (diagrams) such as Google Docs, Microsoft PowerPoint, Adobe Creative Works. **Work that is not typed will not be graded – no exceptions.**

It is recommended that you make copies of all assignments, including homework exercises, before submitting them. It protects you from accidental loss on my part and allows you to continue working while the assignment is being graded.

Please communicate all individual or personal matters to me during scheduled office hours, through email, text message, before or after class or by appointment as necessary. It is difficult to give these issues appropriate attention during class time. Again – I am very accessible and will spend time with you as required to help you be successful.

Classroom Protocol

[Lucas College and Graduate School of Business: Program Goals and Class Room Policy](http://www.sjsu.edu/cob/Students/policies/index.html) may be found at: <http://www.sjsu.edu/cob/Students/policies/index.html>

Instructor Policies

1. Cell Phone - Park it at the door (i.e. Turn it off!)
2. Laptop Use – Activity relevant to class work only (No surfing, text messaging, etc.).
3. Talking – Participation in class discussions and relevant questions are encouraged otherwise, respect your neighbors.
4. Punctuality – Please arrive to class on time, prepared to begin promptly at the appointed hour. Please plan ahead with regard to traffic and parking.
5. Attendance – Your choice, however, probably a very wise idea.
6. Assignments - All assignments and papers are due at the beginning of class or as noted in the assignment. Late acceptance is at the sole discretion of the instructor. Up to 25% of the assignment points may be deducted for late assignments per day (or fraction) late. **[Note: Executives expect things on time – Never be late for any reason unless the situation is absolutely dire. E.g “My car broke down.” Is not acceptable. There are boats, planes, busses, trains, Uber, Lyft, friends, family, FedEx, Email and carrier pigeons.....]**

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/> .

Lucas College and Graduate School of Business

Mission: 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.

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