

San José State University
School of Global Innovation and Leadership
BUS187, Global Dimensions of Business, Section 12,
SPRING 2018

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Office Hours:	T/TR 6:45 – 7:30 a.m., and by appointment
Class Days and Time:	T/TR 9:00 – 10:15 a.m.
Classroom:	Room BBC 204
Course Code:	27184

Faculty Web Page

Copies of the course materials such as the syllabus, major assignment handouts, etc. may be found on my faculty web page at <http://www.sjsu.edu/people/steven.francis/>

Catalog 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 Student Learning Objectives

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 the Bus 187 course:

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 all stakeholders: governments, corporations, employees and consumers as well as international organizations and forums (NGOs, think tanks, intergovernmental) and professional organizations in both the home and host countries.

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

LO4 – Obtain a broad foundation for further study of international business, and compare business environments across borders to assess opportunities and risks for potential investors and entrepreneurs.

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

Required Text and Reading

Textbook: Hill. International Business: Competing in the Global Marketplace (11th ed., 2017). McGraw-Hill. **ISBN:** 978-1-259-57811-3

Periodicals: It is highly recommended that students regularly read current business periodicals such as: *The Wall Street Journal*, *Business Week*, *The Economist*, etc.

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.

Assignments and Grading Policy

Term Project	15%	150pts.
Midterm (s) 2	50%	500pts. (250pts. Each)
Final Exam	35%	350pts.
Total	100%*	1,000pts.

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

Term Project:

- a. The project 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 presentation and development of concepts.
- b. Late submission of required content will not be graded.
- c. Specifics of the term project will be clarified and discussed in class. Full term project guidelines are available at: <http://www.sjsu.edu/people/steven.francis/>

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

Grading Percentage Breakdown

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

University Policies

Academic integrity

Students should know the University's Academic Integrity Policy that is available at http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf

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

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.

SJSU Writing Center

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/>

College of Business Program Goals:

1. Business Knowledge

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

Alignment of Learning Objectives with Course Goals

Category	Topics Covered
Introduction	<ul style="list-style-type: none">• Globalization
Country Differences	<ul style="list-style-type: none">• National Differences in Political Economy• Differences in Culture• Ethics in International Business
Global Trade and Investment Environment	<ul style="list-style-type: none">• International Trade Theory• Political Economy of International Trade• Foreign Direct Investment• Regional Economic Integration
Global Monetary System	<ul style="list-style-type: none">• The Foreign Exchange Market• International Monetary System
Strategy and Structure of International Business	<ul style="list-style-type: none">• The Strategy of International Business• The Organization of International Business• Entry Strategy and Strategic Alliances
International Business Operations	<ul style="list-style-type: none">• Global Production, Outsourcing and Logistics/ Global Supply Chain• Global Marketing and R&D• International Finance• Global Human Resource Management

Input Knowledge and Skills

Students are expected to enter the course with the following knowledge and skills:

General knowledge: Students are expected to have some understanding of the fundamental principles of essential business functions.

Writing Skills: It is recommended that students take 100W prior to Bus 187. Students are expected to be able to write coherently and express their arguments in a clear, logical manner.

Computer Knowledge/ Skills: Students should be able to be proficient with Microsoft Office or equivalent to complete assignments and create presentations. Students should understand online course management system (D2L, Blackboard), and SJSU library.

Verbal Communication Skills: Students should be able to express their ideas clearly, logically, and in a professional manner.

Other skills: Reading comprehension, note-taking ability, time management skills, and study skills are important.

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.

Assessments:

Basic Business:

- Bus187 – Final exam items on global business knowledge

Discipline-specific:

- Bus187 –Exams assessing global business knowledge

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.

BUS187 Global Dimensions of Business, Spring 2018 Course Schedule

Table 1 Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	1/25	Orientation and introduction Opening discussion: -What is globalization?
2	1/30 & 2/1	Hill chap. 1 -Economics, regression, and interdependence In class activity: - Term Project: group formation
3	2/6 & 2/8	Hill chap. 2 -Political systems 3 -Economic development
4	2/13 & 2/15	Hill chap. 4 -Culture 5 -Ethics
5	2/20 & 2/22	Hill chap. 6 -Economic primer and Trade Theory - Term Project: Trading partners assigned 2/22
6	2/27 & 3/1	Hill chap. 7 -Political economy of trade 8 - Foreign direct investment, Chap 8, Part 1 to pg. 234 -Exam review
7	3/6 & 3/8	EXAM 1 3/6 - (Chapters discussed to date and lecture material) - Exam discussion and challenges
8	3/13 & 3/15	Discussion: -Macroeconomics and National Income Accounting - Term Project: stage 1 exchange due 3/15
9	3/20 & 3/22	Hill chap. 8 -Political ideology & FDI, Chap 8, Part II Continued from pg. 235
10	3/27 & 3/29	SPRING BREAK
11	4/3 & 4/5	Hill chap. 9 - Regional economic integration 10 - Foreign exchange market - Term Project: stage 2 exchange due 4/5
12	4/10 & 4/12	Hill chap. 10 - Foreign exchange market continued 11 - The international monetary system

Week	Date	Topics, Readings, Assignments, Deadlines
13	4/17 & 4/19	Discussion: - Related dimensions of global monetary and fiscal systems - Exam discussion and open class review -Term Project: stage 3 exchange due 4/19
14	4/24 & 4/26	EXAM 2 4/24 - (Chapters discussed to date and lecture material) -Midterm discussion and challenges
15	5/1 & 5/3	Hill chap. 12 - Global capital markets 13 -Global strategy -Term Project: negotiation day 5/3
16	5/8 & 5/10	Hill chap. 14 -Strategy and structure 15 -Entry strategy and strategic alliances 16 -Exporting -Final exam review
Final Exam		FINAL EXAM: Monday 5/21, 7:15am in BBC204 -Term project due 5/12

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