

San José State University
College of Business/Global Innovation & Leadership.
BUS187, International and Comparative Management,
Section 14. Spring 2018

Instructor: Walter van Hooff

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Office Hours: Thu: 2:45 – 3:45 PM or by appointment

Class Days/Time: Tuesday & Thursday 1:30 – 2:45 PM

Classroom: BBC 302

Prerequisites: COMM 100W and upper division standing.

Course Code: 27186

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:

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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 Texts/Readings

Textbook

Hill, Charles W. L., *International Business: Competing in the Global Marketplace*, 10th Edition, McGraw-Hill. ISBN: 9780078112775. The traditional printed textbook is available at Spartan Bookstore. It is also available through the publisher in print format as well as online access format for about half the price of the printed book <http://www.mheducation.com/highered/product/international-business-competing-global-marketplace-hill/9780078112775.html>, as well as elsewhere. The text is referred to as ‘Hill’ in the syllabus.

You will also need to obtain a subscription to the *Wall Street Journal*, which is available to students for \$1.00/week. We will frequently be discussing related articles from the WSJ that apply to the course.

Other Readings

Additionally, students are expected to keep abreast of contemporary developments in global business by reading, for example, the *New York Times*, *Financial Times*, or other major daily, as well as selectively reading various journals such as *The Economist*, *Forbes*, *Fortune*, *Business Week*, *Foreign Affairs*.

Library Liaison

The MLK library has developed the following online site especially for Bus 187 research: <http://libguides.sjsu.edu/bus187>. Here you can find databases with country and international business information. Our library liaison for International Business is Dr. Diana Wu. Her email address is: Diana.Wu@sjsu.edu.

Classroom Protocol

All students are expected to display professionalism in preparation for the business world. That means arriving on time, remaining quiet when others are speaking, and paying attention to whoever has the floor in the classroom. Please turn off your cell phones, and refrain from activities that disrupt the class (such as walking in and out of the room while class is in session).

Students are expected to attend all class meetings since you are responsible for material discussed in class. Also, your active participation is essential to ensure maximum benefit to all class members.

If you use a computer in class, please use it only to take notes, to access course materials from the course webpage, or to locate information relevant to the class discussion. Do not use your computer to surf the web, check emails, or send/receive text messages, as these activities are distracting to those around you (and decrease your chances of getting the most out of your time in class).

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/#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

Grading Scale

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D+ = 67 – 69	F = below 60
A = 94 – 96	B = 84 – 86	C = 74 – 76	D = 64 – 66	
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	D- = 60 – 63	

Basis for Final Grade

<i>Performance Categories</i>	<i>% of Final Grade</i>
Assignments	30%
Examinations	50%
Class participation (Incl. quizzes)	20%

Assignments: (2 team presentations, each 15%)

Note: All assignments are to be submitted to Canvas (NOT in class and NOT by email attachment). See Canvas for details.

Case Analysis & Presentation (15%)

There will be a number of in-depth case discussions throughout the term (see course schedule below). The cases can be found in the Hill text. Preparation for the case discussions involves analyzing the cases, researching them further using internet and other sources and presenting them as a team in class using PowerPoint, followed by a Q&A discussion. You will be graded on your preparation, presentation and confidential peer evaluation information.

Country Research & presentation (15%)

You will be asked together with your team to select a country which you will research in detail, specifically how all the various principals and concepts discussed throughout the course apply to the subject country. There will be a country presentation guideline on Canvas Files for guidance, and you as part of your team will be presenting your findings to the class at the end of the course in the form of a PowerPoint presentation. Your grade will be determined as for the Case presentation.

Examinations: (50%: Midterm, 20%; Final, 30%)

One midterm exam will be administered during the course. The final exam is not comprehensive, it covers the chapters not covered by the Midterm exam. All exams are multiple-choice. Please bring a SCANTRON Form No. 882-E to all exams.

All exams are closed notes and closed book. Please be aware that you are responsible for all assigned text material, whether or not covered in class, as well as material covered in class such as exercises, discussions, videos and other assigned readings.

Study guide materials. End of chapter questions make a good study guide, since they are the basis of class discussion topics. Also, the lecture slides as well as case & country presentations slides will be available on Canvas, and will be useful for review.

Class participation & quizzes: (20%)

It is critical that you come to class well prepared, which requires that you have studied the chapter and WSJ articles that we'll be discussing in class that day. This stimulates class participation in the form of questions and comments, which significantly benefit the learning process of everyone in class. Therefore there will be a quiz each class at the beginning of class which covers the study material of that class. **Please bring a SCANTRON Form No. 882-E to all classes.**

University Policies

Academic integrity

Students should know the University's Academic Integrity Policy that is available at <http://www.sjsu.edu/senate/docs/F15-7.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.sjsu.edu/studentconduct/>. 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.

Peer Connections

Peer Connections, located in Room 600 in the Student Services Center, offers free tutoring, mentoring and workshops. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The Peer Connections website is located at <http://peerconnections.sjsu.edu>.

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

(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 Program Goals Covered in this Course:

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

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Required Course Topics:

Category	Course Topics
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, Logistics, and 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:

<p>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.</p>
<p>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 (Canvas), and SJSU library.</p>
<p>Verbal Communication Skills: Students should be able to express their ideas clearly, logically, and in a professional manner.</p>
<p>Other skills: Reading comprehension, note-taking ability, time management skills, and study skills are important.</p>

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Output Knowledge and Skills:

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.

Assessment:

Basic Business/ Discipline-specific:

- Bus187 – Exam items on 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 Lucas College and Graduate School 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/S14 International and Comparative Management, Fall 2017, Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Jan 25	Chapter 1 , Introduction & Overview; Globalization.
2	Jan 30 Feb 1	Chapter 2 , National Differences in Political Economy. Team Formation Chapter 3 , Political Economy and Economic Development; Wal-Mart. Teams Finalized. WSJ Discussion.
3	Feb 6 Feb 8	Chapter 4 , Differences in Culture; Google in China. Chapter 5 , Ethics in Intern'l Business; WSJ. Discussion
4	Feb 13 Feb 15	Case Discussion: "Disaster in Bangla Desh", p. 151. Team 1 . WSJ Discussion. Chapter 6 , International Trade Theory; Trade in Textiles- Holding the Chinese Juggernaut in Check.
5	Feb 20 Feb 22	Chapter 7 : The political economy of International trade; Trade in hormone-treated beef. Chapter 8 , Foreign Direct Investment (FDI); FDI by Cemex. WSJ Discussion.
6	Feb 27 Mar 1	Chapter 9 , Regional Economic Integration; NAFTA and the US Textile Industry, Case Discussion: "Japan's Economic malaise", p.154 Team 2 . WSJ Discussion.
7	Mar 6 Mar 8	Midterm Exam. Chapters 1 – 9. Cases & WSJ articles. Chapter 10 , The Foreign Exchange Market; The Curse of the Strong Dollar at STMicro. WSJ Discussion.
8	Mar 13 Mar 15	Chapter 11 , The International Monetary System; China's managed Float. Case Discussion: "NAFTA and Mexican Trucking", p.290. Team 3 . WSJ Discussion.
9	Mar 20 Mar 22	Chapter 12 , The Global Capital Market; China Mobile. Case Discussion: "The globalization of Starbucks" p.484 Team 4 . WSJ Discussion.
10	Apr 3 Apr 5	Chapter 13 , The Strategy of International Business; Profitability Case Discussion: "GE's Joint Ventures", p.483. Team 5 . WSJ Discussion
11	Apr 10	Chapter 14, Growth and Valuation. The Organization of International Business; A Decade of Organizational Change at

Week	Date	Topics, Readings, Assignments, Deadlines
	Apr 12	Unilever, Case Discussions: South Korean Currency Crisis”, p.373. Team 6. “Logitech”, p.292, Team 7.
12	Apr 17 Apr 19	Chapter 15 , Entry Strategy and Strategic Alliances; Tesco goes Global. Chapter 16 , Exporting, Importing and Countertrade; Megahertz Communications. WSJ Discussion.
13	Apr 24 Apr 26	Chapter 17 , Global Production, Outsourcing and Logistics; Microsoft-Outsourcing Xbox Production. Chapter 18 , Global Marketing & R&D; Kodak in Russia. WSJ Discussion.
14	May 1 May 3	Chapter 19 , Global Human Resource Management; XCO China. Country Presentation: Team 7 Chapter 20 , Accounting in the International Business; Adopting International Accounting Standards. WSJ Discussion.
15	May 8 May 10	Country Presentations, Teams 1, 2 & 3. Country Presentations, Teams 4, 5 & 6
Final Exam	May 16	Chapters; 10 – 20. Cases & WSJ articles BBC 302, 12:15 – 14:30 hrs.