

COURSE SYLLABUS

MBA620: International Business Management

Course Description

This course provides an overview of the meaning of globalization and its impact on business management. It introduces students to the structure of global business, global forces that act on managing businesses locally, and the importance of understanding the laws and policies of other nations for effective business management in a global context. In addition, it describes business planning, organization, marketing, and competitive intelligence for local businesses conducting international activities.

General Course Information

Number of Units/Weeks/Sessions	5/5/10
#Hours Lecture/#Hours Laboratory/#Hours HWs*	50/0/100
Prerequisite(s)	None
Co-requisites (s)	None
Course Developer(s)	Kimberly Lobera, PhD
Date Approved / Last Review	June 2011/ May 2014

*Homework Projects

MBA Program Learning Outcomes

- Solve Organizational Problems
- Create Strategic Plans
- Communicate to a Global Audience
- Make Decisions that Adhere to Legal and Ethical Standards

Learning Outcomes

- Define globalization and discuss the impact of globalization on managing businesses locally.
- Describe key components in planning and building local business to operate in a global context.
- Describe the characteristics of manufacturing, product development, and supply chain management in a global context.
- Identify and discuss international cultural factors (e.g., religion) that impact the management of businesses locally.
- Distinguish procedures and policies essential to the effective global marketing of products and services.

Instructional Methods Employed in this Course

- Lecture and reading assignments
- Hands-on exercises and labs

- Peer-to-peer activities
- Research
- Student presentations

- Practical application of theory and skills in authentic design projects
- Build on prior knowledge and experience of students to enhance richness of class activities

Information Resources for this Course

☐ **Textbook**

Gupta, Anil, Govindarajan, Vijay, & Wang, Haiyan. The Quest for Global Dominance: Transforming Global Presence into Global Competitive Advantage, 2nd edition. San Francisco: Jossey-Bass. ISBN-978-0470194409.

☐ **Other Materials**

Friedman, Thomas. (2007). The World is Flat, 3rd edition. New York: Picador USA. ISBN-13: 978-0312425074.

☐ **Web Site Readings**

Business Network. Four faces of global culture

http://findarticles.com/p/articles/mi_m2751/is_n49/ai_20319595

(Retrieved June 18, 2012)

Shapiro, Robert j. The global context for technology and trade.

<http://www.aaas.org/spp/yearbook/2000/ch4.pdf>

(Retrieved June 18, 2012)

Table/Topics & Assignments

Types of Assignments:

Lecture -

Considered Lecture Hours

Classroom Discussion -

Considered Lecture Hours

In Class Critique -

Considered Lecture Hours

Delivering Oral Presentations -

Considered Lecture Hours

In Class (IC) Exercise -

Considered Lecture Hours

Reading -

Considered Homework (HW), work done outside of class

WebClass lesson (non-online courses) -

Considered HW, work done outside of class

Lab Work -

Considered Lab Hours

Quiz, Midterm or Final -

Considered Lecture Hours

Session 1						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 1A	Rising Up to the Global Challenge	3	0	0	0	
IC EX 1A	Essay: The nature of business and globalization	1	0	3	50	Session 3
IC EX 1B	In-class Participation	1	0	0	20	Session 1
HW 1A	Gupta: Chapter 1	0	0	3	0	
HW 1B	Weekly Thesis Assignment 1	0	0	10	50	Session 3
HW 1C	Research Paper: Case Analysis of a Business Competing in a Global Context	0	0	15	120	Session 8
HW 1D	Research Paper: PowerPoint	0	0	5	90	Session 9
HW 1E	Curricular Practical Training Activity	0	0	0	80	Session 8
Total Session 1		5	0	36	410	
Session 2						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hour	Point Value	Due
LEC 2A	Building Global Presence	3	0	0	0	
IC EX 2A	In-class Participation	2	0	0	20	Session 2
HW 2A	Gupta: Chapter 2	0	0	4	0	
Total Session 2		5	0	4	20	
Session 3						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC3A	Globalizations of Wal-Mart	2	0	0	0	

IC EX 3A	Essay: Analysis of one major global force that would impact my business	1	0	3	50	Session 5
IC EX 3B	In-class Participation	1	0	0	20	Session 3
IC EX 3C	Project, Case Analysis	1	0	0	0	
HW 3A	Gupta: Chapter 3	0	0	3	0	
HW 3B	Weekly Thesis Assignment 2	0	0	10	50	Session 5
Total Session 3		5	0	16	120	
Session 4						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hour	Point Value	Due
LEC 4A	Exploiting Global Presence	3	0	0	0	
IC EX 4A	In-class Participation	1	0	0	20	Session 4
IC EX 4B	Project, Case Analysis	1	0	0	0	
HW 4A	Gupta: Chapter 4	0	0	4	0	
Total Session 4		5	0	4	20	
Session 5						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Cultivation a Global Mindset	3	0	0	0	
IC EX 5A	In-class Participation	1	0	0	20	Session 5
HW 5A	Gupta: Chapter 5	0	0	4	0	
HW 5B	Weekly Thesis Assignment 3	0	0	10	50	Session 7
EXAM 5A	Prepare for Mid-Term	1	0	0	0	
Total Session 5		5	0	14	70	
Session 6						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Building a Global Knowledge Machine	3	0	0	0	
IC EX 6A	In-class Participation	1	0	0	20	Session 6
HW 6A	Gupta: Chapter 6	0	0	4	0	

EXAM 6A	Midterm Exam	1	0	0	100	Session 6
Total Session 6		5	0	4	120	
Session 7						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	Dynamics of Global Business Teams	2	0	0	0	
LEC 7B	Globalizing the Young Venture	1	0	0	0	
IC EX 7A	In-class Participation	1	0	0	20	Session 7
IC EX 7A	Essay: Identifying Issues in Supply Chain Management in a global context	1	0	3	50	Session 8
HW 7A	Gupta: Chapters 7-8	0	0	5	0	
HW 7B	Weekly Thesis Assignment 4	0	0	10	50	Session 9
HW 7C	Curricular Practical Training Activity	0	0	0	0	Session 8
Total Session 7		5	0	18	120	
Session 8						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 8A	Leveraging China & India for Global	3	0	0	0	
IC EX 8A	In-class Participation	2	0	0	20	Session 8
HW 8A	Gupta: Chapter 9	0	0	4	0	
HW 8B	Research Paper: Case Analysis of a Business Competing in a Global Context	0	0	0	0	Session 8
Total Session 8		5	0	4	20	
Session 9						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	Presentations	4	0	0	0	
EXAM 9A	Prepare for Final	1	0	0	0	
Total Session 9		5	0	0	0	
Session 10						

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 10A	Presentations	4	0	0	0	
EXAM 10A	Final Exam	1	0	0	100	
Total Session 10		5	0	0	100	

Course Hours Summary

Session	Topic	LEC Hours	LAB Hours	HW Hours
1	Rising Up to the Global Challenge	5	0	36
2	Building Global Presence	5	0	4
3	Globalizations of Wal-Mart	5	0	16
4	Exploiting Global Presence	5	0	4
5	Cultivation a Global Mindset	5	0	14
6	Building a Global Knowledge Machine	5	0	4
7	Dynamics of Global Business Teams & Globalizing the	5	0	18
8	Leveraging China & India for Global Dominance	5	0	4
9	Presentations	5	0	0
10	Presentations - Final	5	0	0
Total		50	0	100

Table/Point Breakdown

Session	Assignment	Possible Points	Percent of Grade
1,3,5,7	Weekly Thesis Assignments 1-4	200	20%
1-8	In-class Participation	160	16%
8	Curricular Practical Training Activities	80	8%
1	Research Paper	120	12%
1	Research Paper PowerPoint Presentation	90	9%
1,3,7	Essays	150	15%
6	Mid-Term Exam	100	10%
10	Final Exam	100	10%
Total		1000	100%

Weekly Thesis Assignments

The primary purpose of the Weekly Thesis Assignments is to prepare each

graduate student at Coleman University for the final Master's Thesis.

Each week, students will submit additional progress toward his or her chosen thesis topic. Progress toward the thesis will include a minimum of three (3) pages of new content toward the thesis and cite no fewer than three (3) scholarly sources.

Each weekly submission should include a highlighted section indicating the new content from the previous week. New content could either be completely new material, or revision to existing material based on feedback provided by your Thesis Mentor or Teaching Assistant.

At the end of Week 3, each student will provide an in-progress review submission to his or her Thesis Mentor via WebClass in the Thesis In Progress section. The Thesis Mentor will provide feedback regarding the framework and approach each student is taking and provide general guidance regarding completion. This in addition to the Weekly Thesis Assignment submission is graded by the course Teaching Assistant.

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:

Percent	Letter Grade	Grade Points
94-100	A	4
90-93	A-	3.67
87-89	B+	3.33
84-86	B	3
80-83	B-	2.67
77-79	C+	2.33
74-76	C	2
70-73	C-	1.67

67-69	D+	1.33
64-66	D	1
60-63	D-	0.67
N/A	INC	0
N/A	W	0
60 or above	CR	0
59 or below	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0

Legend	
CR = Credit	NC = No Credit
I = Incomplete	W = Course Withdrawal
AU = Audit	TR = Transfer Credit
WV = Waiver	

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.