SEMESTER AT SEA COURSE SYLLABUS

Short Term Voyage - May 2012
Discipline: Business
Course Title: COMM 4500 Global Business: Culture, Strategy, and Behavior
Proposed as Upper Division or Lower Division: Upper Division
Faculty Name: John P. Girard, Ph.D.

COURSE DESCRIPTION

This *Global Business* course focuses on the challenges and opportunities associated with organizational management and business strategy in the global environment. The course is intended to be a challenging upper-level class for students who wish to explore the exciting domain of globalization with a specific view on the future. Students will gain a general overview of the process and effect of globalization in contemporary business, along with an introduction to theories, concepts and skills relevant to managing effectively in tomorrow’s global environment. Students will engage in active research and analytical problem solving related to managing in the global environment of tomorrow and will frequently be called upon to brief their findings to the class.

COURSE OBJECTIVES

1. Understand and assess the drivers and consequences of globalization, its impact on specific regions, and the emerging concerns about its influences on countries around the world
2. Compare and contrast different political, legal, and economic systems and technological forces and their impact on global business
3. Understand and appreciate the need for ethics and social responsibility in international management, and the growing pressures on firms to act in an ethically and socially responsible manner in their global business operations
4. Describe and apply the concept of “national culture” and explain how the culture of one group of people can be distinguished from that of another, and the implications of these differences for international management
5. Explain and understand the challenges of managing across cultures
6. Understand the relationship between national culture and organizational culture, integrate those concepts within the context of international management decision-making, and appreciate the challenges of diversity in the modern work environment
7. Describe the challenges to and apply the most important elements of effective cross-cultural negotiation and communication
8. Integrate and apply the basic elements of international strategic management, including the pressures and cost/benefits of strategies that emphasize global integration versus local adaptation; describe the specialized strategies required for emerging economies and for international new ventures
9. Compare and contrast the modes of entry and the basic choices for organizing firms involved in international business and describe the conditions under which specific entry modes and organizational structure are most effective
10. Understand and apply the concepts of the United Nation Millennium Goal 7: Ensure Environmental Sustainability

REQUIRED TEXTBOOKS

AUTHOR: F. Luthans, and J.P. Doh.
TITLE: International Management: Culture, Strategy, and Behavior
PUBLISHER: McGraw-Hill Irwin
ISBN #: 13 9780078112577
DATE/EDITION: 8th 2012

TOPICAL OUTLINE OF COURSE

The Global Business course will include a range of learning opportunities, including exercises, case discussions, role-plays, and other experiential exercises to foster application of concepts highlighted in assigned readings. Students will contribute to the group’s learning by participating in discussion of specific topics related to course themes, including doing business in countries of the voyage, recent articles, case studies, and team presentation associated with the final project. Students will complete two applied projects, both of which will focus on countries visited as part of the program. The first (Individual: Globalization Impact) will focus on the international environment of tomorrow and context of globalization, and the second (Team: Foreign Entry Strategy) will center on a specific company’s future globalization strategy.

The planned course schedule, which is subject to change, is below:

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<tr>
<th>Date</th>
<th>Subject</th>
<th>Notes</th>
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<tbody>
<tr>
<td>C1</td>
<td>Chapter 1. Globalization and International Linkages</td>
<td>Description of fieldwork, projects, and course expectations</td>
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<tr>
<td>C2</td>
<td>Chapter 2. The Political, Legal, and Technological Environment</td>
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| C3   | Chapter 3. Ethics and Social Responsibility  
Doing Business in Peru | |
| C4   | Chapter 4. The Meanings and Dimensions of Culture  
Doing Business in Ecuador | Individual Project Proposals due at 2200 |
| C5   | Chapter 5. Managing Across Culture  
Doing Business in … Mini-presentations | Team Project Proposal due at 2200 |
| C6   | Chapter 6. Organizational Culture and Diversity  
Doing Business in Panama | Case 1 discussed in class |
| C7   | Chapter 7. Cross-Culture Communication and Negotiation  
### FIELD ASSIGNMENTS

Twenty percent of the contact hours for each course is provided by field work.

The field portion of student learning will focus on United Nation Millennium Goal 7: Ensure Environmental Sustainability. Throughout the voyage students will examine this goal with a view to recommending how best we, collectively, should balance the needs of business and the environment in the future. During the field portion students will visit the Veragua Rainforest Research & Adventure Park, which is a stellar example of what is possible in the business of environmental sustainably.

### METHODS OF EVALUATION

**Individual Project: Globalization Impact.** (20%) Each student will prepare a short analysis of the impact of globalization on a country visited as part of the program. The report will focus on the main forces associated with globalization (technology, trade and integration, offshoring and outsourcing, migration, transportation, environmental pollution) and the impact of these forces on different stakeholders (such as domestic companies, workers, farmers, indigenous cultures, and different demographic groups) within that country. The report should highlight implications of the issues and their impact on international management practice.

**Team Project: Foreign Entry Strategy.** (40%) Each team of four or five students will prepare a report, including recommendations, for an actual organization’s (profit or not for profit) overall entry strategy into a foreign market. In most cases, the project should focus on environmental sustainability in one of the countries visited as part of the program. The strategy should include attention to the social, political, cultural, and economic environment of the country the team proposes entering, the entry and organizational strategies the organization should advance, including potential alliances with local organizations, and a discussion of the ethical, negotiation, leadership, and management challenges associated with your recommendation. This analysis will integrate the readings and cases for the course in the context of the actions of a specific
organization. Each team will summarize their findings in a 15-minute presentation.

*Field Report: The Business of Environmental Sustainability.* (20%) Each student will create a short report in which they highlight the perceived advantages and disadvantages of the site visit. The report will conclude with a persuasive argument for the future. Students may elect to write a traditional academic report or complete a YouTube type video; the details of each option will be discussed in class.

*Case Studies.* (10%) Each student will analyze two case studies and report their findings.

*Class Participation.* (10%) On each class day of the voyage, students will participate in a cultural quiz. Part of each student’s grade is based on completion of the quiz, not on the answers being correct. In addition, students will be assessed on their participation in class discussions, many of which are based on pre-class assignments.