

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

Voyage:	Spring 2018
Discipline:	Business
Course Number and Title:	BUS 405B Contemporary Business Topics: International Business
Division:	Upper
Semester Credit Hours:	3

Prerequisites: One of the following course combinations:

- One (1) fundamentals of finance course AND one (1) fundamentals of management course OR
- One (1) fundamentals of finance course AND one (1) fundamentals of marketing course OR
- One (1) fundamentals of management course AND one (1) fundamentals of marketing course

For non-business majors only

Per Instructor: Students with a combination of previous business courses may be admitted with the permission of the instructor.

COURSE DESCRIPTION

BUS405B is designed to provide a framework for analyzing and addressing situations that arise when a business transaction or a relationship crosses political, economic, or cultural boundaries. The course is broadly divided into three disciplines:

- Organizational topics in International Management
- Political Economy and Trade topics in International Management
- Applications and International Strategy

We will identify how firms are impacted by global culture and different business practices. Students will be able to apply critical thinking skills and cross border concepts to core business competencies. Through case studies, students will develop a set of analytical perspectives for making decisions in a wide range of social, ethical and regulatory challenges.

LEARNING OBJECTIVES

1. Identify how firms are impacted by global economic change.

2. Demonstrate how to integrate global culture with business practices.
3. Understand core business competencies and the factors that influence decisions.

REQUIRED TEXTBOOKS

AUTHOR: Rivoli

TITLE: *The Travels of a T-Shirt in a Global Economy*

PUBLISHER: Wiley

ISBN: 978-1-118-950-95014-2

DATE/EDITION: 2015/2nd Edition

TOPICAL OUTLINE OF COURSE

Depart Ensenada, Mexico – January 5

A1–January 7: Part 1: 1 How America Has Dominated the Global Cotton Industry

A2–January 9: Part 1 continued

A3–January 11: Part 1: 2 History of American Cotton

Honolulu, Hawaii – January 12

A4–January 14: Part 1: 3 Back at the Reinsch Farm

January 16–International Date Line crossing (Lost Day)

A5–January 17: Part 1: 4 All God’s Dangers Ain’t the Subsidies

No Class – January 19

A6–January 20: Part 2: 5 Cotton Comes to China

A7–January 22: Part 2: 6 The Long Race to the Bottom

Kobe, Japan – January 24-28

A8–January 29: Part 2: 7 Sisters in Time

Shanghai, China – January 31 - February 1

In-Transit – February 2-3

Hong Kong, SAR – February 4-5

A9–February 6: Part 2: 8 The Unwitting Conspiracy

Ho Chi Minh City, Vietnam – February 8-13

A10–February 14: Part 3: 9 Returning to America

No Class –February 16

A11–February 17: Part 3: 10 Dogs Snarling Together

Yangon, Myanmar – February 19-23

A12–February 24: Part 3: 11 Perverse Effects/Unintended Consequences of T-Shirt Policy

A13– February 26: Part 3: 12 45 Years of “Temporary” Protectionism Ends in 2009, Now What?

Cochin, India – February 28 – March 5

A14–March 6: Part 4: 13 Where T Shirts Go After the Salvation Army Bin

No Class – March 7

A15–March 9: Part 4: 14 How Small Entrepreneurs Clothe East Africa

Port Louis, Mauritius – March 11

A16–March 12: Part 4: 15 Mitumba, Friend or Foe to Africa

A17–March 14: Watch *Wall Street*

A18–March 16: Finish *Wall Street* and discuss

Cape Town, South Africa – March 18-23

A19–March 24: Epilogue Developments 2009-2017

A20–March 26: 1 American Cotton is Still King

A21–March 28: 2 The Race to the Bottom Speeds Up

Tema, Ghana – March 30 - April 1

Takoradi, Ghana – April 2-3

A22–April 4: 3 The Alphabet Armies March On

A23–April 6: 4 The Competition Heats up in the Used Clothing Businesses

Study Day – April 8

A24– April 9: Comprehensive Review and Feedback

Casablanca, Morocco – April 11-14

A25–April 15: COMPREHENSIVE FINAL EXAM Chapters 1-12

Arrive Bremerhaven, Germany – April 19

FIELD WORK

Semester at Sea Field experiences allow for an unparalleled opportunity to compare, contrast and synthesize the different cultures and countries encountered over the course of the voyage. **Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class.** Field Classes constitute at least 20% of the contact hours for each course, and will be developed and led by the instructor.

Experiential learning is the key to real engagement outside the ship. The economic activity sensed in the shopping markets and financial districts of the countries we visit are tell-tale signs of the symptoms of the underlying business ethical environment, health and wealth distribution of the local economy. These experiences will help make learning at Semester at Sea unlike any other learning experience in higher education.

The objective is to expose students to the ways that culture, history, law, and regulation impact how society develops in terms of businesses, government, nonprofit organizations, investors, creditors, suppliers, and customers.

Field Class & Assignment

[Field Class proposals listed below are not finalized. Confirmed ports, dates, and times will be posted to the Spring 2018 Courses and Field Class page when available.]

Option 1

Students will visit the Hiroshima Peace Memorial which explains the situation that commemorates the nuclear bomb dropped on the city of Hiroshima. It killed 140,000 people and destroyed the city. The Genbaku Dome is one of the only remnant of the city's industrial past.

Option 2

Students will then visit the Kawasaki Good Times world to see a showcase of technology made by Kawasaki Heavy Industries plant for a tour that includes ships, aircraft, and

motorcycles. They will learn how Japan reinvented itself from post WWII destruction to become the world's third largest economy and industrial powerhouse.

METHODS OF EVALUATION / GRADING SCALE

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%:
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

METHODS OF EVALUATION

Ten Cases (4% each)	40%
Field Class Assignment	20%
Class Preparation, Attendance and Participation in Class Discussion	20%
Final Exam	20%

Final Exam

The final exam is naturally comprehensive. The concepts tested on the exams follow the material in the textbook, lectures, discussions, and cases. If a student misses the final exam for official university-approved activities or for faculty approved personal reasons (sickness, family emergency, etc.), then the final exam will be rescheduled for that student. Approval for missing an exam must be obtained before the exam period, otherwise the exam score is 0%. In the event of a conflict with an exam, individuals may appeal using established Semester at Sea procedures.

Cases

Cases are prepared on paper and brought completed to class by the start of class on the day listed on the syllabus, which is the day it is DUE.

Extra Credit

Any special credit opportunities will be announced prior to port disembarkations and participation is purely optional and at your discretion.

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea classes, including the Field Class, is mandatory. Your preparation for each class, your attendance, and your participation will largely be used to measure your engagement with the material and your colleagues in class. Please read the chapters and prepare the assignments before the date assigned and come to class prepared to discuss them. Students are responsible for taking the initiative to make up missed work in a timely fashion. In the event of a conflict with regard to this policy, individuals may appeal using established Semester at Sea procedures.

LEARNING ENVIRONMENT

Semester at Sea students are expected to constructively add to the learning environment by being prepared for each class meeting, by having homework done before class starts, by working hard, and by being supportive and generous to their classmates as they learn together. Professional behavior choices are expected.

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from the student's home institution verifying the accommodations received on their home campus (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage.

ACADEMIC MISCONDUCT and STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work, as well as being individually accountable for optimizing the learning environment for all students in the course. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. As all of us are affected by the cooperative commitment to academic integrity, all Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code at Colorado State University. Academic misconduct will result in a grade of zero for that exam or course activity and notification to University officials.

RESERVE BOOKS FOR THE LIBRARY

None

FILM REQUEST:

Wall Street, Oliver Stone, December 1987 (2:06)

ELECTRONIC COURSE MATERIALS

None

ADDITIONAL RESOURCES

None