

SEMESTER AT SEA COURSE SYLLABUS

Voyage: Spring 2013

Discipline: Business

SEMS 3500-106: Global Management

Division: Upper Division

Faculty Name: John Girard

COURSE DESCRIPTION

This *Global Management* course focuses on the challenges and opportunities associated with management in the global environment. The course is intended to be a challenging management course for the undergraduate students from a variety of backgrounds. 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 today's global environment. Students will engage in global comparative research and analytical problem solving related to countries visited on the voyage.

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. Compare and contrast the modes of entry and the basic choices for organizing firms involved in global business and describe the conditions under which specific entry modes and organizational structure are most effective
9. Understand and apply the management 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

COST: New \$156.65, Used ~\$120.00, Rental ~\$77.00

TOPICAL OUTLINE OF COURSE

The *Global Management* course will include a range of learning opportunities, including exercises, case discussions, student-led dialogue, 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 (*Globalization Impact*) will focus on the international management environment of tomorrow and context of globalization, and the second (*Foreign Entry Plan*) will center on a specific company's future globalization strategy.

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

Class	Major Theme	Notes
B1	Chapter 1. Globalization and International Linkages	
B2	The Importance of Indigenous Culture	Overview of Field Report (A) - <i>The Importance of Indigenous Culture</i>
Hawaii [Field Lab]		
B3	Chapter 2. The Political, Legal, and Technological Environment	Overview of Globalization Impact Presentation
B4	Chapter 3. Ethics and Social Responsibility	Overview of Team Project - <i>Foreign Entry Plan</i> . Example of team project presentation.
B5	Chapter 4. The Meanings and Dimensions of Culture Globalization Impact Assessment Overview	Overview of Field Report (B) - <i>Environmental Sustainability in Action</i>
B6	Doing Business in Japan	Case Study – <i>Gung Ho</i>
Japan		

Class	Major Theme	Notes
B7	Japan Globalization Impact Presentations Doing Business in China	Team Project Proposals Due
China		
B8	China Globalization Impact Presentations Doing Business in Vietnam	
Vietnam		
B9	Chapter 5. Managing Across Culture	Example of team project presentation
Singapore		
B10	Vietnam Globalization Impact Presentations Doing Business in Singapore	
B11	Chapter 6. Organizational Culture and Diversity	Example of team project presentation
Burma		
B12	Burma Globalization Impact Presentations Doing Business in India	Field Report (A) Peer Review (unofficial)
India		
B13	Chapter 7. Cross-Culture Communication and Negotiation	Field Report (A) Due
B14	India Globalization Impact Presentations Doing Business in Mauritius	
B15	Chapter 12. Motivation Across Cultures	
Mauritius		
B16	Chapter 13. Leadership Across Cultures Doing Business in South Africa	
B17	Chapter 14. Human Resource Selection and Development Across Cultures	Review of Field Project (A)
South Africa		
B18	South Africa Globalization Impact Presentations Doing Business in Ghana	Team Project: Foreign Entry Plan Report Due
B19	Team Project Presentations (Teams 1 – 4)	
B20	Team Project Presentations (Teams 5 – 8)	
Ghana		
B21	Team Project Presentations (Teams 9 – 12)	

Class	Major Theme	Notes
B22	Team Project Presentations (Teams 13 – 16)	Field Report (B) Due
B23	Final Examination	

Notes:

- Chapters 8 – 11 will be essential reading for the team project.
- The exact dates of the “Management in ...” and “Globalization Impact Presentations” series may change based on the itinerary.

FIELD WORK

The field portion of student learning will focus on two major themes. First, students will consider the importance of indigenous culture and what management lessons may be learned. Second, students will consider *United Nation Millennium Goal 7: Ensure Environmental Sustainability*. Throughout the voyage students will complete a journal of *environmental sustainably in action* by chronicling examples from at least five countries experienced during the voyage.

FIELD LAB (At least 20 percent of the contact hours for each course, to be led by the instructor.)

A key to success in the domain of global management is an appreciation of the importance of culture. This field lab will focus on the many dimensions of culture and how cultures evolve over time. Using the indigenous culture as an exemplar, students will learn first-hand the components of cultures, the challenges of maintaining cultural identity, and the benefits of cultural preservation.

FIELD ASSIGNMENTS

Field Report (A): The Importance of Indigenous Culture. (20%) As part of a small team, students will create a short report in which they highlight the business value of understanding and preserving indigenous culture. The report will conclude with a persuasive argument on how managers may apply the lessons learned 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.

The field lab will be held in Hilo on Day 1 (Tuesday, 15 January) OR Day 2 (Wednesday, 16 January). You will choose your field lab section upon registration in October. Attendance in one of the sections is mandatory.

Field Report (B): Environmental Sustainably in Action. (10%) Students will complete a journal in which they chronicle examples, both positive and negative, of environmental sustainably in action. The journal will include examples from at least five ports of call.

METHODS OF EVALUATION / GRADING RUBRIC

Globalization Impact Presentation (20%) Each student, working as part of a small team, 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 global management practice. The team of students will present their findings to a group of their peers and facilitate a dialogue on the subject (15 minute presentation followed by 15 minute facilitated dialog). [*Grade will be based on peer grading rubric*]

Team Project: Foreign Entry Plan. (20%) Teams of five or six 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 the management aspects of 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 10-minute multimedia presentation. [*Grade will be based on peer grading rubric for the presentation and professor grading rubric for the report*]

Field Report (A): The Importance of Indigenous Culture. (20%) As part of a small team, students will create a short report in which they highlight the business value of maintaining indigenous culture. 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. [*Grade will be based on professor grading rubric*]

Field Report (B): Environmental Sustainability in Action. (10%) Students will complete a journal in which they chronicle examples, both positive and negative, of environmental sustainability in action. The journal will include examples from at least five parts of call. The final submission may be in written form or multimedia. [*Grade will be based on professor grading rubric*]

Final Examination. (20%) On the final class day there will be a cumulative final examination.

In-class Quiz Participation. (5%) In class, students will participate in a series of quizzes. Each student's grade is based on completion of the quiz, not on the answers being correct.

Class Participation. (5%) Students are expected to attend class, complete case studies, participate in peer-reviews, and complete impromptu class assignments.

ELECTRONIC COURSE MATERIALS

Students require access to the following material:

- Internet: GlobalEDGE: <http://globaledge.msu.edu/>
- Intranet (i.e. available locally on MV Explorer): PDF versions of CIA Fact Book, State Department's Country Background Notes and the Country Commercial Guides from the Dept. of Commerce for all countries visited.

DVD: Howard, R. (Director) & Blum, D. (Producer). (1986). *Gung Ho* [DVD]. Los Angeles: Paramount Pictures.

HONOR CODE

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University's honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager's Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: "On my honor as a student, I pledge that I have neither given nor received aid on this assignment." The pledge must be signed, or, in the case of an electronic file, signed "[signed]."