1. **Catalog Description of the Course.** Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.

**BUS 570 COMPETING IN A GLOBAL ENVIRONMENT (6)**
Three Hours of Seminar Per Week
Six Hours of Activity Per Week
Pre-requisite: Completion of all other MBA Core courses

Acknowledging the global environment in which business operates, this course addresses management concerns for maximum organizational effectiveness in international business. Topics include international market identification, trade practices and policy, legal issues in business, international currency markets, joint ventures, international business strategy, and global management. Intercultural management issues, negotiation, and cross-cultural differences will also be addressed.

2. **Mode of Instruction.**

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<th>Units</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
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<tr>
<td>Lecture</td>
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<td>Seminar</td>
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<td>1</td>
<td>25</td>
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<td>Laboratory</td>
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<tr>
<td>Activity</td>
<td>3</td>
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<td>25</td>
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3. **Justification and Learning Objectives for the Course.** (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) [Use as much space as necessary]

This is the capstone course of the MBA program. The manager of the 21st Century will have to understand the global context in which business operates. With the increased globalization of American industry, overseas business has become a more significant part of many firms' total operations. This core course in the MBA program will provide an understanding of the global economic, political, and cultural environment in which multinational corporations operate, with an emphasis on the Pacific Rim. It will develop competencies in global strategy formulation, including strategic alliances and the integration of all functional areas in a global context, through the use of an international operations simulation. Along with a strong emphasis on international trade and finance, marketing, and accounting, the course will seek to improve the inter-cultural managerial, teamwork, and negotiation skills of the students.

**Learning Objectives**
Students who successfully complete this course will be able to:
- explain the differences in economic, social, political, and cultural variables between countries
- evaluate various trade theories and policies and determine the gains from trade and investment
- describe various exchange rate theories and forecast foreign exchange rates
- predict the consequences of balance of payments disequilibrium on the national economy and the business environment
- develop competencies in global strategy formulation, including strategic alliances and the integration of all functional areas in a global context
- develop communication and teamwork skills through case analysis and group projects
4. Is this a General Education Course  YES
   If Yes, indicate GE category:
   A (English Language, Communication, Critical Thinking)  
   B (Mathematics & Sciences)  
   C (Fine Arts, Literature, Languages & Cultures)  
   D (Social Perspectives)  
   E (Human Psychological and Physiological Perspectives) 

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]
   Part I. Global Perspectives
   Political, Economic, & Cultural Environment
   International Monetary & Trade Systems
   Comparative Advantage & Trade Policy
   Regionalism & Trade Negotiations
   Legal & Political Issues in Global Business

   Part II. International Finance & Accounting
   Foreign Exchange Rates
   Global Financial Markets
   Currency Futures, Options, & Risk Management
   Global Accounting Standards & Taxation

   Part III. International Marketing & R&D
   Global Market Entry & Assessment
   Global Distribution
   Global Sourcing

   Part IV. International Operations
   International Portfolio Management
   Joint Venture Management
   Trade Procedures & Practices
   International Negotiation

   Part V. Inter-cultural Management Issues

   Part VI. Global Strategy & Structure
   Global Business Strategy
   Global Marketing Strategy
   Comparative Management

   Part VII. Emerging Economies/Pacific Rim

6. References. [Provide 3 - 5 references on which this course is based and/or support it.]


Simulation
web site: http://php.indiana.edu/~thorelli/

7. List Faculty Qualified to Teach This Course.
   Dr. CB Claiborne
   Dr. Cathy Claiborne
   Dr. William Cordeiro
   Dr. Ashish Vaidya

8. Frequency.
   a. Projected semesters to be offered: Fall _1___ Spring _1___ Summer _____

9. New Resources Required.
   a. Computer (data processing), audio visual, broadcasting needs, other equipment
   b. Library needs
   c. Facility/space needs

   Purchase of a site license for the international operations simulation.

10. Consultation.
   Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

   __Ashish Vaidya_______________________ October 21st, 2003
   Proposer of Course Date