

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

PROGRAM AREA BUSINESS & ECONOMICS

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.

Table with 4 columns: Mode of Instruction, Units, Hours per Unit, Benchmark Enrollment. Rows include Lecture, Seminar (3 units, 1 hour, 25 enrollment), Laboratory, and Activity (3 units, 2 hours, 25 enrollment).

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                      NO  
 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.]*

Ball, Donald A. & Wendell H. McCulloch, Jr Michael Geringer, Paul L. Frantz, Michael S. Minor. International Business: The Challenge of Global Competition. 9th edition. McGraw Hill; 2004.  
 Bartlett, Christopher and Sumantra Ghoshal. What Is a Global Manager? Harvard Business Review. Sept. 1992.  
 Bartlett, Christopher A. and Sumantra Ghoshal. Transnational Management: Text, Cases, and Readings in Cross-Border Management. 4<sup>th</sup> McGraw-Hill;2002.  
 Baron, David P. Integrated Strategy, Trade Policy, and Global Competition. California Management Review. 39 (1997): 2, 145-169.  
 Gannon, Martin J. Understanding Global Cultures: Metaphorical Journeys Through 17 Countries. Thousand Oaks: Sage;1994.  
 Hall, Edward T. Beyond Culture. NY: Doubleday; 1976.  
 Hill, Charles W. International Business: Competing in the Global Marketplace. 4<sup>th</sup> edition. McGraw-Hill; 2003.  
 Hofstede, Geert. Cultures and Organizations: Software of the Mind. London: McGraw-Hill; 1991.  
 Meier, Gerald. The International Environment of Business. Oxford; 1998.  
 Porter, Michael E. The Competitive Advantage of Nations. NY:Free Press; 1990.  
 Robin, J Grazia letto-Gillies, and Howard Cox. Global Business Strategy. Thomson Business Press. 1997.

Shenkar, O, and Yadong Luo, International Business, Wiley, 2004.

Simulation

Thorelli, Hans. INTOPIA: International Operations Simulation/Mark 2000.

web site: <http://php.indiana.edu/~thorelli/>

Wolfe, Kalidonis and Joseph, The Global Business Game Player's Manual, Southwestern College Publishing , 2003

**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 21<sup>st</sup>, 2003  
Proposer of Course Date