

CBA 494B/GBA 694B: Short Term Study Abroad
German-American International Business Workshop
Spring Semester, 2017

Tuesdays in CBA 227 (ten Meetings):

Jan. 24, Jan. 31, Feb. 7, Feb. 14, Feb. 28, Mar. 14, Mar. 21, Apr. 11, Apr. 25, May 2, May 9.

Time: 5:00 pm – 6:30 pm

Meets in Hamburg, Germany, May 29 to June 5, 2017

Instructor:

Dr. Kenji Klein, CBA 313

Office Hours: TTh: 12:15 – 1:00 (office) and by appointment (office, phone, or Google Hangout)

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Required Materials:

- ***Facts about Germany***, Frankfurter Societäts-Medien in cooperation with the Federal Foreign Office, Berlin (Available on Beachboard)
- ***Various Online News Articles Related to Germany*** (Links to be posted to Beachboard)
- Additional readings tbd.
- Access to email, Google Hangout, and Beachboard

Course Overview:

CBA 494B/GBA 694B provides CSULB students an opportunity to experience a short-term study abroad. Following preparatory classes and work during spring semester, the class will meet at the Hamburg University of Applied Sciences, May 29 to June 5, 2017. In Germany, the workshop will include two days of seminars with German business students, visits to German businesses, and social and cultural activities. All proceedings will be in English. Students will receive free lodging for the week in Germany, but must arrange and pay for their own air and ground transportation and meals. All students will receive a Certificate of Participation from Hamburg University of Applied Sciences.

The course will cover general knowledge of German business, society and culture as well as a primary research project on an international business topic. The workshop topic for spring 2017 has not been finalized, yet. Likely choices will be company or industry analyses or a comparison of managerial practices or attitudes between Germany and the U.S. CSULB Students will work in groups of four or five, researching the topic from the U.S. perspective. Groups will prepare a report and Powerpoint presentation summarizing their findings. In addition, students will be assigned readings on German-American business, society and culture. Upon completion of this course, students will be able to:

- Demonstrate general understanding of the concepts of culture and cultural variations in international management and be able to explain the influence of environmental factors on societal culture.
- Demonstrate understanding of Germany's economic, social, cultural and business environment as it relates to doing business.
- Describe how environmental differences generate new challenges for international strategy formulation and implementation.
- Demonstrate in-depth expertise on the research topic, including the differences and similarities between the German and U.S. perspective.

CBA 494B/GBA 694B is a 3 unit class with enrollment limited to 20 students. It is open to all CBA undergraduate and graduate students, both majors and minors. It can count as an International Business or Management elective. It may count as a Marketing, Finance, or Information Systems elective upon approval by the respective department chairs. The course also counts as an MBA elective.

Course Requirements:

1. Attend all class meetings. (One absence allowed)
2. Read all required readings and be prepared for class discussion.
3. Complete group research project, including a presentation that meets expected guidelines.
4. Attend all (I repeat: **ALL!**) workshop activities in Hamburg, Germany.
5. Fill out CIE online registration, sign liability release and pay for travel insurance.

Projects:

- a. The class will be divided into four or five groups, each consisting of three to five students. Each group will research a different aspect of the topic (Market consolidation through strategic M&As in the global shipping industry). Detailed topic choices are at the end of the syllabus. The project presentations in Hamburg will serve as a vehicle to contrast, compare and integrate the findings. Additional detailed guidelines will be provided by the instructor as they become available, during class and on Beachboard.

The presentations should run about 20 minutes in length and be supported by visual aids (i.e. Powerpoint or Prezi). They should be well structured, concise, clearly written, informative and interesting. Each team member must contribute to the presentation. Peer evaluations will contribute to determining individual project grades.

- b. MBA students must additionally write a cultural interpretation paper on Germany (details to be provided). The paper should be 2500 words (double spaced pages in Times New Roman 12 point font). The reflection paper will count for fifty (50) of the 200 points allocated to the attendance of the activities in Hamburg.

Course Evaluation

Course Component	Points	Letter Grade	Points
Participation in Class Activities and Discussions	75	A	500-445
FAB & DW Quizzes/Discussion Questions	125	B	444-395
Group Presentation	100	C	394-345
Attendance of Hamburg Activities/Reflection Paper	200	D	344-295
Total	500	F	<=294

You have nearly complete control over your grade in this class, so it should be relatively easy to receive an “A”, provided you do the reading and participate in all activities. There are no major tests, and the weekly online quizzes (details below) are open book and may be repeated for a better grade. However, your final grade will be reduced if you miss class meetings (loss of 1/3 letter grade per unexcused absence beyond the one-class allowance), fail to contribute your fair share to the group project, or skip workshop activities in Hamburg.

Because the workshop will conclude after the end of the spring semester, all students will receive a grade of I (Incomplete), which will be changed after the conclusion of the workshop.

Highly Tentative Schedule

Week	Date	Content
1	1/24	Course Introduction. <u>Facts about Germany (Facts): At a Glance</u>
2	1/31	News Articles; <u>Facts: The State & Politics</u>
3	2/7	Intro to Research Topic; News Articles; <u>Facts: Foreign Policy</u>
4	2/14	Finalize Group's Research Topic; News Articles; <u>Facts: Business & Innovation</u>
5	2/21	NO CLASS
6	2/28	News Articles
7	3/7	NO CLASS
8	3/14	Rough Presentation on Research Topic; News Articles
9	3/21	News Articles
Break	3/28	NO CLASS
10	4/4	NO CLASS
11	4/11	News Articles
12	4/18	NO CLASS
13	4/25	Dry Run-Final Presentation; Trip Preparation
14	5/2	
15	5/9	Final Trip Preparation; Presentation Corrections
<p>Topics listed are subject to change at instructor's discretion. Schedule above lists eleven class sessions. We are only meeting for ten session, so one of the above sessions will be cancelled. Professor will announce which one at a later date.</p>		

Reading Assignments, Quizzes & Homework (125 points):

Class sessions will require reading from two main sources—the free ebook [Facts About Germany](#) and approximately five online news articles each week from a variety of U.S., German, and international sources. Class sessions explore and build on the readings, so you need to **prepare before each class**. I enforce this by assigning quiz questions on the readings that must be completed on Beachboard **before the start of class (5 pm)**. Reading quizzes can be repeated once up to the due date. Only your highest score will count. **I will NOT reopen a closed quiz that you missed, so do not ask..**

In addition to the quizzes described above, students must complete the following homework and in-class assignment on a rotating basis: Each week I will assign students to lead class discussion of the assigned news article readings. Each student will be responsible for one of the articles (so about five students each week). Selected student must submit three discussion questions related to their individual article to me by 2 pm on the day of class and will then lead a 10-15 minute discussion of that article in class. Discussion questions are not quiz questions. They must not be factual questions answered in the article itself. Rather, they must be open-ended questions, typically ones about which there can be differences of opinion. Examples include questions that ask about the relationship of information presented in the article to some other aspect of German society or business, or questions that ask readers to compare or contrast the situation presented in the article to some relevant situation outside of Germany, or which ask about implications that the situation presented in the article has on some other relevant and important situation.

A Professional Commitment:

The continuing success of our German-American Workshops depends upon the commitment of the participants. Thus all students enrolled in CBA 494B/GBA 694B during spring semester 2017, who have accepted the hospitality of a host in Germany, should provide lodging (or find someone who will) for the German students who will be visiting Long Beach in fall, 2017.



Hochschule für Angewandte Wissenschaften Hamburg
Hamburg University of Applied Sciences

Contacting Me:

Please don't hesitate to contact me via email (kenji.klein@csulb.edu) between classes. Please check Beachboard regularly for course updates and reading assignments.

Market consolidation through strategic M&As in the global shipping industry

The complex topic is split for research purposes into 10 different subtopics – each analyzing the economic background and current trends in the global shipping from a different perspective.

The subtopics are formulated as follows:

- 1) *Theoretical aspects of market consolidation: types of markets and concentration measures applied in the U.S. and the EU; **!This subtopic is not limited to shipping!***
- 2) *Market consolidation through M&As: industrial dynamics demonstrated by selected industry examples (at least 2) in the U.S.; **!This subtopic is not limited to shipping!***
- 3) *M&As and antitrust authorities: theoretical background and selected cases (at least 2 -one blocked and one approved) from the U.S.; **!This subtopic is not limited to shipping!***
- 4) *Overcapacity in the global shipping: reasons, problem solving strategies and the case of Hanjin;*
- 5) *Strategic alliances in the global shipping industry: 2M and Ocean Three profiles;*
- 6) *Strategic alliances in the global shipping industry: G6 and CKYHE group profiles;*
- 7) *M&As in shipping terminals: strategic buying options demonstrated by selected cases (at least 2);*
- 8) *Strategic M&As in shipping: drivers, obstacles and impact assessment demonstrated by CSAV and Hapag-Lloyd deal;*
- 9) *Strategic M&As in shipping: drivers, obstacles and impact assessment demonstrated by China COSCO and CSCL deal;*
- 10) *Strategic M&As in shipping: drivers, obstacles and impact assessment demonstrated by Maersk and Hamburg Süd deal.*

Working conditions: Working in teams (4-5 students each)

Expected results:

Nr	Result	Volume	Content	Deadline	Submission via
Prior-to-visit					
1	Presentation	15-20 min	Presentation (ppt, Prezi or video)	April 30, 2017	Dropbox upload + Live presentation in Hamburg
During-the-visit					
tbd					