

# Study in SINGAPORE & VIETNAM



## CBA 494A/694A International Business Perspective

CSULB's College of Business Administration is offering this comparative study of how international companies incorporate business development strategies. In addition to university visits and networking opportunities with international faculty & students, your package includes hotel, cruise, airfare, city tours, and some meal accommodations. Course is open to current students, alumni, and staff but space is limited.

- ◎ **Led by:** Mark Washburn
- ◎ **Dates:** January 5-January 14, 2018
- ◎ **Travel Costs:** \$3000

approximately\*  
*Final costs will be updated shortly*

**FOR MORE INFORMATION CONTACT** Dr. Mark Washburn, [Mark.Washburn@csulb.edu](mailto:Mark.Washburn@csulb.edu)

# Standard Course Outline

## Title: International Business Perspective

### I. General Information

<b>Course Number</b>	CBA 494A/GBA 694A
<b>Title</b>	International Business Perspective
<b>Units</b>	3.0 credits
<b>Prerequisites</b>	Good academic standing
<b>Course Coordinator</b>	Steven Le and Pia Gupta
<b>SCO Prepared by</b>	Steven Le and Pia Gupta
<b>Date prepared/revised</b>	March 2017

### II. Course Description

Study includes indepth research and analysis of international business climate, with specific emphasis on Singapore and Vietnam. Students will learn about the challenges and critical success factors facing businesses in the region and how these issues compare with those in the U.S. by working directly with local companies. It will involve investigating multiple business sectors from both domestic and international perspectives and thus build a comprehensive foundation for understanding, managing, and successfully interacting in the multi-faceted, culturally-embedded contexts of today's multinational firms.

Letter grade only (A-F)

### III. Course Objectives

This course is designed to enable students to apply and demonstrate skills, techniques, and concepts that they have acquired or developed within the business program. Specifically, it will provide students with 1) an understanding of the major issues facing multinational corporations in the management of their international operations, particularly those that are intercultural in nature; 2) insights into the cultural, historical and institutional factors influencing management practices around the world; and 3) the knowledge and ability to work effectively in multicultural teams.

### IV. Learning Objectives

As part of the AACSB accreditation, we have a set of “Skill- and Content-specific Goals” that guide this course. At the end of this course, each student should be able to demonstrate the following improvements:

#### **Critical Thinking:**

1. Students will understand the role of managers that incorporates evaluation of industries and entrepreneurial ventures in the regional and international environment.
2. Students will demonstrate understanding of fundamental managerial concepts and analytic processes through research and presentation of research in such a way as to influence strategic and policy related decision-making processes within the governance structure of the respective country(ies).

#### **Domestic & Global Environment, & International Business:**

3. Students will increase awareness of the irreversibility of the international component of competition and business opportunity.
4. Students will demonstrate understanding of national policies and how they should be aligned with events and conditions abroad.
5. Students will increase understanding of cultural differences related to ethical decision-making and business issues.

#### **Interpersonal, Leadership Skill and Team Skills:**

1. Student will generate team/group decision-making through managing interpersonal conflict, negotiating and integrating and their skills with others’ to produce decisions and deliver oral presentations.
2. Students will demonstrate that they understand the common errors in team/group decision-making and will be able to correct them as a team.

### V. Course Schedule

This is a tentative schedule for the course.

<b>Date</b>	<b>Activities</b>	<b>Location</b>
	Syllabus discussion  Pre-travel Information Session	CBA
	Student presentation of research on culture, political structure, history, language, traditions, geography, industries, and religion of the region	CBA
	Nanyang/NEU Meetings	Singapore/Vietnam
	Business visits	Singapore/Vietnam
	Student Presentations	Singapore/Vietnam

## **VI. Course Assessment**

20% --- Pre-travel student presentation

20% --- Group activities in Culture experience when traveling in Singapore/Vietnam

20% --- Performance and participation during travel and business visits

20% --- Group Final Report

20% --- Powerpoint presentation

## **VII. Instructional Policy Requirements**

The students are expected to comply with the universally accepted norms of considerate and courteous behavior, and with all University rules and policies found in the current [University Catalog](#), including the [Withdrawal Policy](#) and [Policy on Cheating and Plagiarism](#). It will be assumed that the students will adhere to the tenets of *academic integrity* as articulated in [Dean's Letter on Academic Integrity](#) throughout this course. Instructors may specify their own policies with regard to plagiarism, withdrawal, absences, etc. as long as these policies are consistent with the above mentioned University policies.

It is expected that all students to attend classes regularly and to be responsible from all materials covered in class, regardless of their attendance. Make-up exams are strongly discouraged and will only be given with documented proof of an excused absence. Acceptability of the excuse will be determined based on the appropriateness of the documents. It is important that the student provides all documentation without special prompting from the instructor. The student should

give earliest possible notification of an anticipated excused absence. The students refer to [the specific university policy](#) on these issues.

Occasionally adjustments in the course assignments become necessary. The students should be notified about changes, if any, and, whenever possible, they should be consulted in advance about any changes.

**Students with Disabilities:** It is the responsibility of students with disabilities to inform the instructor within the first two weeks of the semester of the need for reasonable accommodations of their disabilities. Students are advised to seek assistance from Disabled Student Services (DSS) on campus. As soon as the need for accommodation is determined by DSS and the need is communicated to the instructor by DSS, reasonable accommodation will be made.