

California State University Long Beach
College of Business
CBA 694B: Short Term Study Abroad to Germany

Spring 2019
Section 02 - 10818
Thursdays 5:00 – 6:30pm, CBA 216

Professor:	Dr. Dana Sumpter	Office:	CBA 306
Phone:	(562) 985-1708 (office)	Hours:	Tuesdays and Thursdays, 10:00am-11:00am, or by Appointment
E-Mail:	dana.sumpter@csulb.edu		

The best way to reach me is by email. I will respond to all emails within 24 hours on weekdays.

*This syllabus serves as a contract between professor and student.
You are responsible for being aware of everything in this syllabus. Please read it carefully.*

Course Description:

This is a unique international course that requires short term study abroad in conjunction with our partner school, the Hamburg University of Applied Sciences (HAW). Prior to travel, students will learn and apply in-depth international business culture assessment tools and specific research projects designed to maximize the value of their encounters abroad.

The graduate course meets in conjunction with the undergraduate course CBA 494B, and is expected to comply with all course content from that program. However, the graduate course has *additional* supplemental assignments and criteria, as outlined below

Course Overview and Objectives:

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. 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. CSULB Students will work on a team project that will culminate in a presentation during the Hamburg trip. 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 critical thinking about 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 and managing people.
- Describe how environmental differences generate new challenges for international management and strategy formulation and implementation.
- Demonstrate in-depth expertise on the research topic. Analyze the differences and similarities between the German and U.S. perspectives.

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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. The course counts as an MBA elective.

Course Requirements:

1. Attend all class meetings. One absence is allowed without penalty.
2. Read all required readings and be prepared for class discussion.
3. Complete team 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.

Course Structure:

This class will include quizzes, written analyses, regular in-class case discussions, presentations, and a final exam. There is no midterm, although the instructor reserves the right to add one if needed to ensure quality and active participation.

Technology in Class:

- Given the interactive nature of this course, no screens or devices (i.e., laptops, pads, tablets, phones) are allowed in class. If you need to use a device, please step outside.
- There may be some class periods when you will be allowed to use a device for class purposes. I will let you know of these dates in advance.
- If you have any device on your desk or within reach during class, you will have participation points deducted (please see participation breakdown ahead on p. 3).
- I will explain the many reasons behind this policy on our first day of class.

BeachBoard (BB) and Email:

- BeachBoard (BB) is used extensively for this course. It is your responsibility to stay on it and be familiar with its functionality.
- It is your responsibility to upload assignments on BB by the assigned due date and time—I recommend that you check to ensure that any paper or assignment uploaded correctly.
- Saying “I uploaded it, but it must not have gone through” or anything similar is not a valid excuse for missing an assignment due date.
- Please set up your [BeachBoard Notifications](#) to receive an email when I send out emails through it, and when I post News/Announcements to our course site.
- I will use your email as posted on BeachBoard to communicate with you throughout the semester regarding important course updates. Please check your email regularly.
- Need help with BeachBoard? Go to [BB help](#) or call (562) 985-4959.

Readings and Textbook:

No required textbook to purchase.
Readings will be posted on BB.

For any paper that you submit to me, please use these formatting requirements:

Times New Roman, 12 pt. font
Double spaced, 1-inch margins
Upload on BeachBoard (NO hard copies)
Title page is okay, but is not required
No late papers or assignments will be accepted

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Course Evaluation:

The purpose of multiple forms of evaluation is to fairly assess our diverse styles of learning and abilities.

ITEM	POINTS	%
Participation (in class, online quizzes, language)	100	20
Company Analysis Project (Individual)	100	20
Research Project (Team)	100	20
Presentation	100	20
Final Exam	100	20
Total Points	500	

A = 90.0% -- 100%
B = 80.0% -- 89.9%
C = 70.0% -- 79.9%
D = 60.0% -- 69.9%
F = < 60.0%

Team Research Project:

Each student will work with a team to submit one research paper by the end of the semester, prior to the trip to Germany. The research will be an in-depth study on a relevant topic provided by the professor. Research papers allow students to develop skills at problem identification in addition to problem solving. Research requires sorting through and prioritizing information to identify key strategic issues. Managers must face situations where the “right” answer is not known, or there may be multiple answers that lead to success. The ambiguity that managers face is modeled in such research analysis. Research allows students the opportunity to apply analytical tools in **open-ended** problems. A highly successful student will gain both a complete understanding of the particular firms and industries, and the ability to assess the appropriate application and usefulness of the tools available when faced with a strategic decision in an international context.

Presentations (In class and in Hamburg):

Students will create and execute presentations on an assigned international topic. The first round of presentations will be made on campus at CSULB. Revised and improved versions of these presentations will be made in conjunction with parallel presentations made by HAIW students during the visit. Team presentations will take an in depth look at a specific topic, using both quantitative and qualitative analysis to relate specific points. Presentations will be graded based on content quality, presenter skill, and professional appearance of the presentation. As I will provide all students with feedback, this will be a great opportunity to practice and hone your presenting skills.

Graduate Students: Individual Company Analysis Project

In addition to the team research projects done in tandem with the GAIW students, graduate students will research and prepare an individual report that engages in a “compare and contrast” analysis of a German company visit during the trip. Further details will be provided later in the semester.

Final Exam:

The final class session will include a 2 hour written final based on class discussions, research presentations, and the course text. The final exam will include multiple choice, short answer, and essay questions. Graduate student final exams will have a similar format (short essay questions) but differ in content and scope from undergraduate exams.

Participation:

You may contact me at any time to inquire as to your standing participation grade. Here is what your participation score consists of:

Preparation: You must read to prepare for each class discussion.

Class Involvement: You are *encouraged* to share relevant work, life experiences, and examples in class. Active participation and involvement in class exercises will positively affect your participation grade. Lack of participation (i.e. not being engaged, not talking, not completing in-class work) will negatively impact your participation grade.

Attendance and "Presence": Class *attendance and attention* (actively listening and participating) count towards your participation. Be "present" during class: pay active attention, listen, contribute, and be engaged. The following will reduce your participation points: behavior which is disruptive or non-engaged; being consistently late for class; belaboring points or preventing the class from moving forward in a discussion; use of technological devices during class. Participation counts for each day of class unless you have an excused absence (see ahead).

Quizzes: For most weeks, there will be online quizzes to do. Instructions are posted on BB, on each week's Content page. Graduate student quizzes may occasionally have additional or multi-part questions from undergraduate quizzes. If the quiz question is identical, the standard for a correct answer in a graduate quiz requires demonstration of mastery of the concept, as opposed to familiarity or awareness.

Language: Graduate students will be expected to demonstrate basic familiarity with German language, as evidenced by progress achieved using a free online language tool such as Duolingo. Students will be expected to attempt brief conversations in German in the final class sessions and while in Germany, and report on their experiences.

Assignments and Due Dates

Written assignments should reflect your best efforts, and must be handed in on time. I do not accept late assignments. Assignments should be proofread and spellchecked prior to submission. All written assignments will be uploaded on BB Dropbox. Sloppy work will be considered unprofessional and graded as such.

Excused Absences

The University's policy states excused absences are defined as (1) illness or injury to the student; (2) Death, injury, or serious illness of an immediate family member or the like; (3) religious reasons (California Education Code section 89320); (4) jury duty or government obligation; and (5) University sanctioned or approved activities. Please contact me for make-up work based on excused absences, as early as possible before the absence, and no later than ten days after the absence, to be considered for a makeup assignment.

Withdrawals

It is your responsibility to withdraw from classes.

Writing Resources

- If you need help with writing, contact the [Writer's Resource Lab](#) early in the semester to make an appointment for assistance (562-985-4329, in the Language Arts Building).
- For non-native English / ESL speakers, I recommend that you have a native English speaker proofread your papers or sections before submitting to me, or to your teammates.
- **Writing Smart: Your Guide to Great Writing, Grammar Smart** (The Princeton Review), and Strunk and White's **Elements of Style** are terrific writing resources.

Academic Integrity

All students are expected to comply with the CSULB Policy on Academic Integrity. Any student suspected of violating this obligation for any reason during the semester will be subject to the procedural process outlined in the CSULB Catalog. Cheating in any form will not be tolerated. This includes plagiarism. Decisions on repercussions for cheating will be made on a case-by-case basis (i.e., it will depend on the seriousness of the event). Below is the catalog definition of plagiarism.

Plagiarism is defined as the act of using the ideas or work of another person or persons as if they were ones own, without giving credit to the source. Such an act is not plagiarism if it is ascertained that the ideas were arrived at through independent reasoning or logic or where the thought or idea is common knowledge. Acknowledge of an original author or source must be made through appropriate references, i.e., quotation marks, footnotes, or commentary. Examples of plagiarism include, but are not limited to, the following: the submission of a work, either in part or in whole, completed by another; failure to give credit for ideas, statements, facts or conclusions with rightfully belong to another; in written work, failure to use quotation marks when quoting directly from another, whether it be a paragraph, a sentence, or even a part thereof; or close and lengthy paraphrasing of another's writing or programming. A student who is in doubt about the extent of acceptable paraphrasing should consult the instructor. Students are cautioned that, in conducting their research, they should prepare their notes by (a) either quoting material exactly (using quotation marks) at the time they take notes from a source; or (b) departing completely from the language used in the source, putting the material into their own words. In this way, when the material is used in the paper or project, the student can avoid plagiarism resulting from verbatim use of notes. Both quoted and paraphrased materials must be given proper citations.

Students with Disabilities

Please let me know of any accommodation you may need. It would be helpful for you to do so within the first two weeks of the semester. You can seek assistance from Disabled Students Services (DSS) on campus. As soon as the need for accommodation is determined by DSS and the need is communicated to me by DSS, I will be happy to accommodate.

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Course Content and Schedule

On the days we meet in person (“Class meeting”), we will meet on Thursdays 5:00 – 6:30pm, CBA 216
 Week Date Topic

Week	Date	Topic
1	1/24	Class meeting: Introductions, syllabus, and logistics
2	1/31	
3	2/7	Class meeting: Scholarship and travel document preparation
4	2/14	
5	2/21	Class meeting: Guest speakers; introduction to research project
6	2/28	
7	3/7	Class meeting: Cross-cultural communication; German cultural values
8	3/14	
9	3/21	Class meeting: Guest speakers
10	3/28	
Spring Break	April 1 – 5	Spring Break
11	4/11	Class meeting: German business etiquette and cultural norms
12	4/18	
13	4/25	
14	5/2	
15	5/9	Class meeting: Presentations Finals
Finals Week	5/16	Class meeting: Final exam
Study Aboard Dates	5/27 – 6/1	Hamburg, Germany (must arrive in Hamburg on or before 5/26; be in Hamburg on 5/27 and remain through 6/1; depart Hamburg no earlier than 6/2)