

# Standard Course Outline

## GBA 690

### Seminar in an MBA International Experience

#### 1. General Information:

- Units: 3 credits
- Prerequisites: Completion of MBA Second Year Core
- Course Coordinator: Graduate Program Director/Various Professors
- Date Prepared: April 2013

#### 2. Catalog Description:

The active participation in the study of international business expansion through the study of various factors influencing a particular economy's position and industries and subsequent first-hand encounters in that same economy. Letter grade only (A-F).

#### 3. Curriculum Justification:

Firsthand knowledge and observation of the managerial functions of a variety of organizations in a non-domestic setting can be a life altering experience. By using the skills learned in their prior graduate course work, students analyze firms, competitive situations, economies, cultures, ethical environments and other relevant factors through the in-depth investigations of each aforementioned concept. Their analysis is shared prior to their trip so as to bring every member of the class to an in-depth understanding and appreciation of the firms and country(s) to be visited.

The experiential curriculum is intended to give graduate students the necessary international business strategic management skills to: (1) systematically analyze countries for exit or entrance; (2) analyze select organizational capabilities; and (3) suggest specific courses of action to achieve strategic objectives in those international settings; and (4) modify the chosen strategic alternatives in light of direct observations. Students must think at international corporate levels and work together to maximize their learning experience.

#### 4. Program-level Learning Objectives:

- **Learning goals – Critical Thinking:**
  1. Students will understand the role of top executives that incorporates strategic decision making. The experiential curriculum is intended to give graduate students the necessary international business strategic management skills to: (1) systematically analyze countries

for exit or entrance; (2) analyze select organizational capabilities; and (3) suggest specific courses of action to achieve strategic objectives in those international settings; and (4) modify the chosen strategic alternatives in light of direct observations. Students must think at international corporate levels and work together to maximize their learning experience.

2. Students will analyze market situations by identifying and evaluating related information about economic, cultural, historic, political relevance to expansion alternatives.

- **Learning goals – Domestic & Global Environment:**

1. Students will demonstrate business skills to analyze and assess situations in an international setting. They will recognize the important factors that drive corporate decision making regardless of the cultural and economic differences present in the relevant business environment.

## 5. Course-level Learning Objectives:

- **Learning goals – Ethics:**

1. Students will demonstrate that they are aware of the ethical and social responsibility issues in determining markets to pursue or exit.
2. Students will make strategic decisions using ethical, legal and socially responsible choices in an international context.
3. Students will encounter various ethical perspectives in an international environment and will be able to compare and contrast differences in laws, customs and social norms with the dominant legal and cultural background of the United States.

- **Learning goals – Business Functions:**

1. Students will demonstrate the business (marketing, management, accounting, finance, and operations) skills that allow them to design implement and improve the strategic choices the internationally expanding organization encounters in a realistic manner.
2. Students will demonstrate that they understand the concepts and components of strategic selections and how to implement those selections in a realistic manner and be able to deploy them into feasible alternatives that are appropriate to the business environment.

- **Learning goals – Quantitative and Technical Skills:**

1. Students will demonstrate quantitative and statistical skills necessary to make strategic business decisions involving the calculations of metrics such as market break-even analysis, customer acquisition cost, etc.

- **Learning goals – Interpersonal, Leadership Skill and Team Skills:**

1. Student will generate team/group decision-making through managing interpersonal conflict, negotiating and integrating their skills with others' to produce strategic expansion 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

**6. Outline of Subject Matter:**

This is a listing of the topics that must be covered in this course. It does not preclude other topics that are part of the international business area or the depth of some topics. As this class is a seminar class, the main materials used are case studies, library research and appropriate readings compiled by both the instructor and the students. Multiple-choice exams are not allowed. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin.

An integral part of the course is a cultural introduction to the students prior to leaving for the country being studied. This could include done in various ways including cultural discussion/presentations from an individual from that country, going to a restaurant to learn more about the country cuisine, some type of reading about a country’s habits and idiosyncracies (e.g. La Bella Figura), and other types of ideas.

- Extended cases (Harvard Business School, Ivey, Sloan, Darden, etc.)
- Readings from various sources such as *The Economist*, *Financial Times*, etc.

	Topics
1	Cultural Impacts on a particular economy
2	Political Impacts on a particular economy
3	Historical Impacts on a particular economy
4	Economical Impacts on a particular economy
5	Demographic Impacts on a particular economy
6	Global Market Opportunities
7	Industry Groups and Strategy Analysis
8	Internal Strength Analysis
9	Market Threats and Opportunities
10	Ethics, Corporate Social Responsibilities, and Sustainability

## 7. Instructional Policies<sup>1</sup>:

- Grading Policy:
  - Final course grades shall be based on at least three (3) general topics each of which has multiple parts which afford multiple demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy ([http://www.csulb.edu/divisions/aa/grad\\_undergrad/senate/documents/policy/2005/07/](http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/))
- Policy on International Behavior:
  - Students represent the University, the College of Business Administration, and the CBA's Graduate Programs. They are expected to adhere to all University directives with regards to appropriate off-campus behavior. As graduate students they have a responsibility to demonstrate maturity and awareness of their highly visible position as visitors in another country. Failure to do so will impact their final academic evaluation of the course.
- Policy on Classroom Behavior:
  - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
  - Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
  - Talking and other disruptive behavior are not permitted while classes are in session.
  - Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below.
  - It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- Policies on Withdrawal, Late Withdrawals, and Incompletes:
  - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.
- Academic Integrity:
  - Students as individuals or teams are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA (<http://www.csulb.edu/colleges/cba/dean/academic-integrity/>) and University policies regarding Academic Integrity ([http://www.csulb.edu/divisions/aa/grad\\_undergrad/senate/documents/policy/2008/02/](http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/) ). Please avoid an embarrassing or unfortunate situation.

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<sup>1</sup> Please refer to the most updated university instructional policies posted online.

- Campus Computer/Network Usage:
  - Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.
  
- Disabilities:
  - Disabled Students Services (DSS): This is a student support service within the Student Services Division. Our Mission is to assist students with disabilities as they secure their university degrees at CSULB. We provide services to over 1300 students each semester. Over 3000 students with disabilities have graduated from CSULB with support from our program. The DSS office is located on the 2<sup>nd</sup> floor in the Administration Building, room SS/AD 270.