

GBA 694: Short-Term Study Abroad

Standard Course Outline

1. General Information

Course number: GBA 694

Title: Short-Term Study Abroad

Units: 3 credits

Prerequisites: Graduate business standing.

Course Coordinator: Director of Graduate Business Program

Date Prepared: October 2016

2. Catalog Description

Topics of current interest in business and management selected for intensive group study in a particular country. The international experience enables students to apply concepts learned in classroom to the business and cultural environment of the host country. Letter grade only (A-F). May be repeated to a maximum of 6 units with different topics in different semesters.

3. Curriculum Justification

GBA 694 provides graduate students an opportunity to directly experience business in an international setting. With economic globalization and increasing social connectedness through the Internet and mobile devices, students are and will be impacted by international business as workers, consumers, and citizens. Thus, knowledge of international business becomes increasingly important in becoming an educated person. Given the work and/or family obligations and limited financial resources of many of our students, short-term study abroad courses are a good vehicle for obtaining direct international business experience.

4. Course Learning Objectives

- **Critical Thinking:** Students will demonstrate an in-depth expertise in a course specific research topic and be able to analyze the differences and similarities in perspectives between the U.S. and the host country.
- **Team and Interpersonal Skills:** Students will demonstrate they can communicate effectively among team members in Long Beach to develop a team-prepared written project. Depending on how the particular short-term study abroad is organized, they may also demonstrate an ability to work with business students from another country.
- **Communication Skills:** Students will demonstrate they can make an effective oral and written presentation of their project to students and faculty from another country

- **Domestic and Global Environment:** a) Students will be able to demonstrate a general understanding of the concepts of culture and cultural variations in international business and be able to explain the influence of institutional and environmental factors on societal culture. b) Students will be able to demonstrate understanding of the host country's economic, social, cultural, and business environments as it relates to doing business.

5. Outline of Subject Matter:

The general subject matter of GBA 694 is international business, but this is a broad field and the specific focus of a class depends upon the instructor, the instructor's discipline, and also the wishes of the host institution abroad. Below is a list of topics that have been covered in this course. It does not preclude other topics that are part of the international business field nor specify the depth that they are pursued. As this class is a seminar, the main materials used are case studies and appropriate readings compiled by both the instructor and the students.

	Topics
1	History, economy, and society of the host country
2	Background on the specific international business topic
3	Business opportunities in the host country
4	Global business challenges, concepts of culture
5	Cross cultural research methods
6	Foreign language and cultural training
7	Preparing documentation for foreign travel
8	Expectations for behavior abroad

6. Methods of Instruction

GBA 694 is generally taught in small classes ranging from about 15 to 25 students. The course meets for about 15 hours in Long Beach during Spring Semester. During this time students make preparations for their study abroad, acquire some cultural familiarity through reading and lectures, and develop their group projects. The remainder of the course is conducted overseas and entails seminars, company visits, and social and cultural activities.

GBA 694 usually entails a major group project. Topics depend in part on the instructor (e.g. management faculty may have a different emphasis than marketing faculty) and in part upon the wishes of the host institution. Topics have ranged from comparative advertising surveys to cross-cultural studies of iconic brands to research on environmental sustainability issues in different countries.

GBA 694 stresses active learning that includes, but is not limited to:

- Participation (in-class) exercises that involve group work.
- Participation in discussion forums.
- Written group assignments

- Case analyses
- Social interaction with foreign business students, faculty, and business professionals at companies.

Important Note: The topics and assignments included in this outline only apply to a free elective in the MBA program. To qualify for a required elective an additional MBA-level assignment must be included. The instructor in consultation with the MBA Director will determine this assignment.

No standardized textbook exists for any section of GBA 694. Below are some examples of other books and articles that have been assigned.

- Lord, Richard (2008), *Culture Shock! Germany: A Survival Guide to Customs and Etiquette*, 3rd Edition, Tarrytown, NY: Marshall Cavendish Corporation.
- Schmidt, Patrick L. (2007), *Understanding American and German Business Cultures*, 3rd Edition, Montreal: Meridian World Press.
- Schroll-Machl, Sylvia (2008), *Doing Business with Germans: Their Perception, Our Perception*, 3rd Edition. Goettingen: Vandenhoeck & Ruprecht.
- Witkowski, Terrence H. and Sabine B. Reddy (2010), “Antecedents of Ethical Consumption Activities in Germany and the United States,” *Australasian Marketing Journal*, 18, 8-14.
- Yip, George (2016), *China’s Next Strategic Advantage: From Imitation to Innovation*, Cambridge, MA: MIT Press.
- Selected case studies, published by Harvard Business School or Ivey.
- Selected popular press articles on host-country current events or issues related to the research topic.
- Students should also purchase at least one travel guide to the destination country. Many good titles are available.

7. Instructional Policies¹

Grading Policy:

- Final course grades shall be based on at least three (3) 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.

¹ Please refer to the most updated university instructional policies posted online.

Policy on International Behavior:

- Students represent the University, the College of Business Administration, and their major departments. They are expected to adhere to all University directives with regards to appropriate off-campus behavior and have a responsibility to demonstrate maturity and awareness as visitors in another country. Failure to do so will impact their final academic evaluation of the course.

Policy on Classroom Behavior:

- 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 responsible for notifying 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 and University policies regarding academic integrity (see <http://www.csulb.edu/colleges/cba/dean/academic-integrity/>; http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.

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:

- Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.