

CBA 300

International Business

Singapore Program, June 24–July 21, 2010

MTWThF 9:30am-12:00pm

Instructor:

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Course Description:

CBA 300 provides an introduction to the exciting field of international business and to the increasingly vital practice of global management. The focus of the course is upon basic international business and economic concepts, institutions, environmental forces, and management practices in the areas of exporting and importing, global marketing, human resources management, finance, operations, and strategic planning. The course also considers various economic, cultural, and environmental impacts of international business and the political opposition they have created.

Lectures will review some of the material in the text, but will frequently present additional information. Class attendance is a crucial factor for achieving a high grade. The PowerPoint slides are not available online. Students are responsible for what transpires in class. Thus, if you miss a session, you will need to get the notes from someone else. Everyone should read the assigned chapters before the topic is discussed in class. Please feel free to ask questions at any time. Class sessions will normally include a 15 minute break about 10:45.

Learning Objectives:

Upon completion of this course, students will have acquired competency in four areas of global business:

1. Global Business Functions – How accountancy, finance, marketing, and HRM adjust internationally and how strategic management, organizational design, manufacturing, and supply chain management operate in a multinational firm.
2. Global Environments – How historical, geographic, environmental, socio-cultural, economic, political, legal, labor, and competitive factors affect the conduct of international business.
3. Global Critical Thinking – How the political, competitive, and technological drivers of globalization operate and why they have met resistance from governmental, labor, environmental, and anti-corporate forces.
4. Global Ethics – How global companies have affected their home and host countries, the natural environment, and the economic development of poor nations.

Required Text:

Donald A. Ball, J. Michael Geringer, Michael S. Minor, and Jeanne M. McNett *International Business: The Challenge of Global Competition*, 11th or 12th editions, McGraw-Hill/Irwin, 2008 or 2010.

Course Evaluation:

There will be three mid-semester exams and a final examination. Each of the four exams will consist of 60 multiple-choice and true-false questions. One-half of the questions will come from the lectures and one-half will come from the text. The first exam covers chapters 1–6; the second exam covers chapters 7-13; the third exam covers chapters 14-20; and the final is comprehensive. A 30 minute review session will be held before each exam, including the final.

Your course grade will be based on the total points from your best three out of four exams. If you miss one of the mid-semester exams, you will be required to take the final. There will be no make-up examinations. Because this is a 300-level, survey course, I aim for a class gpa in the 2.30 – 2.50 range. This usually means about 10-15% A's, 20-25% B's, 50% C's, and the rest Ds and Fs.

If English is your second (or third) language, feel free to bring a print dictionary. No electronic devices are allowed during exams. If a mobile phone or some other device is visible, or if there is any other evidence of cheating, your exam will be confiscated. Sorry, but I do not provide opportunities for extra credit.

Classroom Behavior:

The classroom is for learning. Arriving late, talking to nearby students, and leaving to answer phone calls distracts both other students and the instructor and is not permitted while class is in session. Please put all cell phones and other electronic communication or entertainment devices on vibrate or turn them off. These devices should not be on desk tops during class. Use laptops for note-taking only. If you are surfing the web or playing games, students behind you may be distracted. Students should maintain high standards of ethical behavior regarding cheating and plagiarism. These and other expectations can be found at the Department of Marketing website: <http://www.csulb.edu/colleges/cba/marketing/classroom/>.

Tentative Course Outline:

Date:	Topic:	Read:
June 24	Course Introduction; Globalization and Anti-globalization; International Business History	Ch. 1 (1)*
June 25	Trading and Investing; Economic Theories	Ch. 2,3 (2,3)
June 28	Economic Theories; International Institutions	Ch. 4 (4)
June 29	International Business and Cultural Change (Review Session)	Ch. 5 (6)
June 30	Environmental Sustainability	Ch. 6 (7)
July 1	First Exam	
July 2	Economic and Socioeconomic Forces; Political Forces	Ch. 7 (8)
July 5	Political Forces; Legal Forces and Intellectual Property	Ch. 8 (9)
July 6	Legal Forces and Intellectual Property	Ch. 9 (10)

July 7	International Monetary System and Financial Forces (Review Session)	Ch. 10 (5,11)
July 8	Labor Forces, International Competitive Strategy	Ch. 11,12 (12,13)
July 9	Organizational Design and Control Second Exam	Ch. 13 (14)
July 12	Assessing and Analyzing Global Markets; Entry Modes	Ch. 14,15 (15,16)
July 13	Exporting and Importing	Ch. 16 (17)
July 14	International Marketing	Ch. 17 (18)
July 15	Global Operations Management	Ch. 18 (19)
July 16	Global Human Resources Management (Review Session)	Ch. 19 (20)
July 19	Global Accounting and Financial Management Third Exam	Ch. 20 (21)
July 21	FINAL EXAM (10:00-11:15)	

**Chapters in parentheses are from the 11th Edition.*

