

- Ensuring that students successfully transfer to four-year institutions, prepare for successful careers in the workplace, and improve their basic skills
- Encouraging students to become critical thinkers and lifelong learners
- Providing services and programs that improve the lives of the diverse communities we serve

## **Course Syllabus**



GLOBAL BUSINESS - Spring 2013 BUS 172 Section #0802 Tuesday/Thursday 10:40am— 12:05 pm Room: Collaborative Studies Building (CSB) # 203

Instructor: JASON BORDBAR, MBA

**Phone:** (818) 364-7600 X 4556

Email: professorjkbjason@gmail.com

**Office Hours:** Typically available after class, via email or by appointment. I am here to help you so please don't be afraid to come to me with your questions.

#### **Course Description:**

This course provides an overview of the key issues and emerging trends of the global business environment, national business environment, international trade/investment, international financial systems, and international business management. The challenges of globalization in business and how to successfully combat them will be explored.

### **Student Learning Outcome:**

- 1. Analyze the key issues and emerging trends of globalization in business and assess the impact of globalization.
- 2. Evaluate the emerging opportunities in global business.
- 3. Formulate strategies to overcome the challenges of globalization.

#### **Course Objective:**

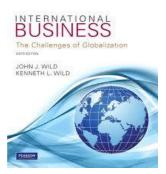
At the end of this course, you will have the opportunity to:

- 1. Illustrate the managerial skills that impact the success of any international business with respect to cultural, political, ethical and legal forces.
- 2. Identify the international institutions, laws and practices that influence international business.
- 3. Describe business planning, organizing, leading and controlling at both a national and international level.
- 4. Apply methodologies and tools developed by organizations such as the World Bank and the World Economic Forum to conduct a benchmarking of countries and evaluate the challenges and the opportunities of doing business on a global scale.

Prerequisites: None.

**Textbook:** International Business: The Challenges of Globalization 6<sup>th</sup> edition

Prentice Hall (January 2011) ISBN: 978-0132555753



#### **Recommended Journals and Websites**

- Business Week www.businessweek.com/global/
- The Economist

- Wall Street Journal
- Any print or online news sources with international business news

### **Method of Evaluation: Based on the following 5 Items:**

#### **(1) Exams= 500 points**

#### Exams 4@125points= 500 points

There will be 4 exams, mostly consisting of multiple choice questions with possible fill in the blanks and short answer essay questions. The exams will be based on the assigned readings and lectures

#### (2) Homework = 200 points and includes the following:

- Assigned End of Chapter questions are due at the beginning of class every Thursday.
- The definitions for 7 key terms (to be provided in class) are due for the assigned chapter
- Current News Events (To be assigned) Brief Cases/Discussion Questions

All homework is due each week in class on Thursday, unless specified by the Instructor. Late homework will result in a 50% point deduction and will be accepted no later than the next class session. Not completing a required assignment will result in zero points as well as a penalty being assessed.

Please do not fall behind in your homework.

#### (3) Individual Exercise (Written Assignment – 200 points)

This will consist of a brief individual development exercise on ethics. Details and specific formats will be provided later.

#### (4) Participation= 100 points

Participation points will be awarded throughout each class session.

Regular participation is expected and necessary for successful completion of this course. Participation points are earned from meaningful discussions, brief in class group assignments, going over homework questions and anything that contributes to thought-provoking dialogue in class.

If you do miss a class, please make sure to obtain the class notes from another student. You must be prepared to discuss the assigned material.

4

Positive class participation adds to your participation grade. Please refrain from negative participation such as disrupting the class from excessive talking, text messaging, ringing cell phones, unprofessional like behavior, etc.

# All assignments must be typed.

\*Total Points =1000 points

Grade	Meaning	Requirement
A	Excellent	Minimum of 90% of available points.
В	Good	Between 80% and 89% of available points.
C	Average	Between 70% and 79% of available points.
D	Poor	Between 60% and 69% of available points.
$\mathbf{F}$	Failure	Below 59% of available points.

<sup>\*</sup>Extra Credit assignments will be available after the midterm with details and points to be announced later.

Weekly Calendar of Assignments

Week #	Reading	Assigned End of Chapter Questions Due	Due Dates for Assignments, Quizzes/Exams
1	-Review Class Syllabus -Discuss Chapter 1	Buy the Book	02/07/2013 Nothing Due Please buy the book
2	Chapter 1- Globalization	HWK Questions & 7 Key Terms To Be Assigned	02/14/2013 HWK Due
3	Chapter 2- Cross- Cultural Business (Differences in Culture)	HWK Questions & 7 Key Terms To Be Assigned	02/21/2013 HWK Due
4	Chapter 3- Politics, Law &Business Ethics	HWK Questions & 7 Key Terms To Be Assigned	02/28/2013 HWK Due
5	Chapter 4- Economics & Emerging Markets	HWK Questions & 7 Key Terms To Be Assigned	Exam 1 in class (for Chapters 1,2,3,4) & HWK Due

<sup>\*\*</sup>Borderline grades will be at the discretion of the instructor based on the student's participation and attendance.

			Thurs- 03/07/2013
6	Chapter 5-International Trade	HWK Questions & 7 Key Terms To Be Assigned	03/14/2013 HWK Due
7	Chapter 6 – Business- Government Trade	HWK Questions & 7 Key Terms To Be Assigned	03/21/2013 HWK Due
8	Chapter 7-Foreign Direct Investment	HWK Questions & 7 Key Terms To Be Assigned	HWK DUE Tuesday 03/25/2013 Thurs-03/28/2013 No Class
<mark>SPRING</mark> BREAK	NO CLASS	March 29 - April 5	SPRING BREAK
9	(Skip CH 8) Read Chapter 9- International Financial Markets	HWK Questions & 7 Key Terms To Be Assigned	Exam 2 (Ch 5,6,7) 04/11/2013 HWK Due
10	Chapter 10- International Monetary System	HWK Questions & 7 Key Terms To Be Assigned	04/18/2013 HWK Due
11	Chapter 11 International Strategy & Organization	HWK Questions & 7 Key Terms To Be Assigned	04/25/2013 HWK Due
12	Chapter 12- Analyzing International Opportunities (Entry Strategies)	HWK Questions & 7 Key Terms To Be Assigned	HWK DUE 05/02/2013
13	Chapter 13 Selecting & Managing Entry Modes	HWK Questions & 7 Key Terms To Be Assigned	Exam 3 (Ch 8,9,10) 05/09/2013
14	Chapter14 Developing & Marketing Products	HWK Questions & 7 Key Terms To Be Assigned	Individual Project Due & HWK Due 05/16/2013

15	Chapter 15 Managing International Operations Chapter 16 Hiring & Managing Employees	HWK Questions & 7 Key Terms To Be	05/23/2013 HWK Due Last Day of Class
15		Assigned	
16	Chapter 17- Law for Small Businesses To Be Discussed		Final Exam Thursday, May 30,2013 10 am to 12:00 pm

All Homework Assignments are due each Thursday in class unless otherwise specified.

Some material not on the calendar of assignments will be discussed in class via supplemental handouts, real world new/stories and case studies.

See school catalog for other important dates and other specific information

#### **Disabilities Policy:**

In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to "reasonable accommodations." Please notify the instructor during the first week of class of any accommodations needed for the course. <a href="Disabled Students Program & Services">Disabled Students Program & Services</a> office strives to accommodate any special need requirements.

### Attendance- It is absolutely essential that you attend each class session.

Los Angeles Community College District rules state the following "Whenever absences in hours' exceed the number of hours the class meets per week, the student may be excluded from class by the instructor.....Mitigating circumstances may be considered by the instructor."

That would mean a maximum of 2 class absences are allowed by the school. If you are absent from class for emergency reasons please inform me, otherwise you may be dropped.

## Tardiness is disruptive. Please make sure that you come to class on time.

#### **Dropping a Class**

It is the student's responsibility to officially drop any class. Please don't assume that the instructor will drop you. Please see the school catalog for a listing of specific drop dates.

### **Campus Police: (818) 364-7843**

In the event of an on campus emergency at LAMC, a direct call to campus police will expedite matters faster than a call to 911. Calls to 911 are routed to a CHP 911 dispatch office. In such emergencies, precious time can be lost. We advise all students to call the LAMC campus police directly. So, please program this number on your cell phone and write it down on your folder so that you have it handy.

**AlertU-** LAMC has a text message alert system to provide students with emergency notifications.

Text LAMC to 2537888 and reply Y or sign up online at www.alertu.org/lamc

- alertu notifications are only sent in emergency situations
- alertu subscribers will not receive spam
- subscriber information will not be shared with third party marketers
- standard text message rates apply

## **Nice Quotes**

Every man's ability may be strengthened or increased by culture – John Abbott

No culture can live, if it attempts to be exclusive – Mahatma Gandhi

Preservation of one's own culture does not require contempt or disrespect for other cultures – Cesar Chavez

All lasting business is built on friendship – Alfred A. Montapert

Men build too many walls and not enough bridges – Isaac Newton

The person who says something is impossible should not interrupt the person who is doing it – Chinese proverb