

San José State University - School of Global Innovation and Leadership
 BUS 202 - 01 Managing in the Global Economy, spring 2017 (#24413), 3/20/2017 - 5/16/2017

Instructor: Asbjorn Osland
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 Office Hours: Tuesday: 3/20-5/16: 4-5:30

Class Days/Time: 6-10 pm on 3/21, 4/4, 4/7, 4/11, 4/18, 4/25, 5/2, 5/5, 5/9, 5/16 plus final exam
 5/23/17/@ 17:15-19:30

Classroom: BBC 021

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on the [Canvas learning management system](http://sjsu.instructure.com) course website at <http://sjsu.instructure.com>.

Course Description: This course investigates the world economy, including how markets, institutions and organizations vary from country to country, and how global competition, climate change, digital and emerging economics, and shifting from manufacturing to a service economy affect management practice. Prerequisite: Graduate standing and restricted to Business - MBA majors only

Learning Outcomes

1. Conceptual grounding in business theory and practice
2. An understanding of the major issues facing multinational corporations in the management of their international operations— particularly those of an intercultural nature.
3. Explain the ethical, legal, and social consequences that ensue when ethics and the law are disregarded in favor of other objectives.
4. Ability to understand and adapt to global market changes and industry dynamics

Required Texts/Readings

Peng, Michael W. 2017. Global Business, Fourth Edition. ISBN: 978-1-305-50089-1. Cengage Learning.

Other Readings: On Canvas

Library Liaison: Yuhfen Diana Wu, Email: Diana.Wu@sjsu.edu, Voice: 408-808-2087

Course requirements

Assignments	Points (total=100)
Online topical discussions (200 words total weekly with one posted comment and then a comment on another student’s posted comment).	9 @ 2 points each=18
Text discussions (200 words total weekly, post to discussion and comment on post made by another student. Read the assigned material and reflect on what you found interesting and explain why.	9 @ 2 points points=18
Group presentation and facilitation of class material. Students should plan on a 30-minute presentation and each team member should present/facilitate.	10 points

Group international marketing plan. We'll use the "International Marketing Plan Guide" but exclude section 8.0 Planning Budget. There may be questions that ask for financial or quantitative information that is unavailable; if so, simply mention that the information is either unavailable or an estimate is impossible given the paucity of information gathered. A marketing class is not a prerequisite for the assignment; when in doubt, look up the term on the internet. The points will be allocated as follows: 10 for the 1,000 word document and 4 for the 10-15 minute presentation.	14 points
CBT: 2,000 words in four installments	20
Comprehensive final exam	20
Total	100

Missed classes: Two missed classes is the limit. A 1,000 essay on the material covered during the missed class is required to compensate. It must be turned in within a week of the absence unless special arrangements are made. Failure to turn in the essay results in a 10% cut to your grade. It is a formal paper on a topic related to the class missed.

Some students come late; if habitual I will record the minutes tardy each class and total them. 50 minutes or less is okay. After that I will calculate the word total needed. The essay will be one week after the last class. The topic should be mutually agreeable between the professor and student. It's a formal paper. If done well, it equals 0 but if done poorly it will be subtracted from one's final grade.

Grading Scale (100 points total): Canvas sometimes does strange things with grades. Just remember that your grade is a simple addition of the points earned. In the end, the points earned out of 100 equal the percentage or grade. If you want to keep a running tab on your percentage just divide your points earned by the points possible; Canvas does this too. I'll try to keep my system simple so Canvas provides you with correct information. I round to the nearest whole number using Excel so 89.5=90 but 89.49999=89. I never adjust points unless there is an error. Here is the scale:

94% and above	A	76%-74%	C
93%-90%	A-	73%-70%	C-
89%-87%	B+	69%-67%	D+
86%-84%	B	66%-64%	D
83%-80%	B-	63%-60%	D-
79%-77%	C+	Below 60%	F

Course Schedule: The following schedule is subject to change with fair notice.

Class	Date	Topics, Readings, Assignments, Deadlines
1	3/21	Overview.
2	4/4	Peng 1 with reflection. Discussion 1. CBT 1
3	4/7	Peng 2-3 with reflection. Discussion 2.
4	4/11	Peng 4-5 with reflection. Discussion 3.

Class	Date	Topics, Readings, Assignments, Deadlines
5	4/18	Peng 6-7 with reflection. Discussion 4. CBT 2
6	4/25	Peng 8-9 with reflection. Discussion 5.
7	5/2	Peng 10-11 with reflection. Discussion 6. CBT 3
8	5/5	Peng 12-13 with reflection. Discussion 7.
9	5/9	Peng 14-15 with reflection. Discussion 8. ½ of presentations
10	5/16	Peng 16-17 with reflection. Discussion 9. ½ of presentations
	5/19	4 th CBT
	5/23	final exam @ 17:15-19:30 (probably in computer lab)

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](http://www.sjsu.edu/senate/docs/S12-3.pdf) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

NOTE: It should be noted that the Academic Vice President in a memorandum dated October 25, 1977 cites a university policy that there shall be an appropriate final examination or evaluation at the officially scheduled time in every course, unless specifically exempted by the college dean who has curricular responsibility for the course.

University policy F69-24 at <http://www.sjsu.edu/senate/docs/F69-24.pdf> states, “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

Classroom Protocol

Students should come on time and attend each class until 10:15 p.m. Cell phone should only be used for emergencies (e.g., sick child, partner etc.). Please don’t bring greasy hot meals to class. Munching on fruit, nuts, protein bars and so forth is fine.

University Policies

General Expectations, Rights and Responsibilities of the Student

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU’s policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. To learn important campus information, view [University Policy S90-5](http://www.sjsu.edu/senate/docs/S90-5.pdf) at <http://www.sjsu.edu/senate/docs/S90-5.pdf> and SJSU current semester’s [Policies and Procedures](http://info.sjsu.edu/static/catalog/policies.html), at <http://info.sjsu.edu/static/catalog/policies.html>. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not address the issue, it is recommended that the student contact the Department Chair as the next step.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Add/drop deadlines can be found on the current academic year calendars document on the [Academic Calendars webpage](http://www.sjsu.edu/provost/services/academic_calendars/) at http://www.sjsu.edu/provost/services/academic_calendars/. The [Late Drop Policy](#) is available at

<http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.
Consent for Recording of Class and Public Sharing of Instructor Material
[University Policy S12-7](http://www.sjsu.edu/senate/docs/S12-7.pdf), <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course and the following items to be included in the syllabus:

“Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy S07-2](http://www.sjsu.edu/senate/docs/S07-2.pdf) at <http://www.sjsu.edu/senate/docs/S07-2.pdf> requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. [Presidential Directive 97-03](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the [Accessible Education Center](http://www.sjsu.edu/aec) (AEC) at <http://www.sjsu.edu/aec> to establish a record of their disability.

SJSU Counseling and Psychological Services

The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available to provide confidential consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling and Psychological Services website](http://www.sjsu.edu/counseling) at <http://www.sjsu.edu/counseling>.

Mission of COB

“We are the institution of opportunity in Silicon Valley, educating future leaders through experiential learning and character development in a global business community and by conducting research that contributes to business theory, practice and education.”