

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

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| Voyage: | Spring 2023 |
| Discipline: | Management |
| Course Number and Title: | MGT 475 International Business Management |
| Division: | Upper |
| Faculty Name: | Margaret B Takeda |
| Semester Credit Hours: | 3 |

Prerequisites: The standard CSU prerequisite as listed in the course catalog – one (1) upper-division fundamentals of finance course, AND one (1) upper-division principles of marketing course, AND one (1) upper-division fundamentals of management course – have been waived by the instructor.

COURSE DESCRIPTION

This is an introductory course in International Business with an emphasis on SAS voyage regions of South Asia, Africa, the Middle East, and Europe. The content of the course includes (1) an overview of the institutions that govern business behavior in a particular market; (2) the major theories explaining how institutions and organizations interact; (4) the effect of political, social, technological, cultural and geographical factors on the efficacy of strategic planning and execution; (5) contemporary cases of success and failure of international firms competing in these markets; and (6) the innovative concept of Institutional Voids, including how to identify, respond and capitalize on the opportunities they present for businesses seeking to succeed in global markets.

In addition, through the design of course projects, students will improve their leadership and independent thinking skills; collaborative skills, teamwork, and their ability to work well with diverse others.

LEARNING OBJECTIVES

By the end of this course, students should be able to:

1. Understand the impact of globalization on countries, cultures, environments, economies, companies and communities.
2. Identify how National Differences in Politics, Economics, Legal System, Culture, Geography, History and Technology shape the business ecosystem of a country and region.
3. Know the history of trade theory, how government policies evolve and impact contemporary business decision-making, and how companies and countries struggle to compete in the current global economy.

4. Understand the Legal and Financial Infrastructure that governs global business, including monetary policy, foreign exchange, FDI, capital markets and regional economic integration.
5. Research and report on company HR systems, supply chain management, research and development efforts and financial and strategic planning as they balance the need to thrive locally and compete globally.

REQUIRED TEXTBOOKS

AUTHOR: Charles Hill
TITLE: International Business Competing in a Global Marketplace
ISBN10: 1260387542
ISBN13: 9781260387544
Copyright: 2023
DATE/EDITION: 14th Edition, 2023

TOPICAL OUTLINE OF COURSE

Course Design – Every Session

Every class session of 80 minutes will include review of required reading, open discussion of assigned project work, team planning sessions (breakouts), and action planning for future required assignments. All required reading must be done prior to class time so that class sessions can focus on real-time research of countries and companies, team project management skills development, and project research progress.

Class sessions closer to a Field Assignment Port will include planning for in-port activities.

TOPICS:

Embarkation Day – January 5

- 1: Introduction to the Course, Team Assignments, Field Trip Discussions, Communication and Project Assignments.
- 2: Globalization, Chapter 1. Journaling Exercise, Communication and Project Reports.
- 3: National Differences in Political Economic and Legal Systems, Chapter 2. Updates on Country and Company Choices. In Class Research.
- 4: National Difference in Development and Culture, Ch. 3,4.
- 5: Presentation of Preliminary Company/Industry PESTEL 1
- 6: Presentation of Preliminary Company/Industry PESTEL 1

- 7: Understanding Global Trade - Overview of Chapters 6-9. In class discussion.
- 8: Government Policy and Trade, Ch. 6. In class discussion. Team updates.
- 9: Regional Economic Integration. Ch. 8 In class discussion. Team updates.
- 10: The Global Monetary System Ch. 10-12 Overview and Discussion
- 11: The Foreign Exchange Market Ch. 10. In-Class Report Updates/Presentations.
- 12: The Global Monetary System, Ch. 12 In-Class Report Updates/Presentations.
- 13: Strategy and Structure Overview Chapters 13-15
- 14: Industry Structure and Analysis
- 15: Updates on Team Projects: Region/Industry PESTEL and Competitor Analysis Assignments Made
- 16: Review for Midterm Examination - Ch 2 - 15
- 17: Midterm Presentations Dry Run
- 18: MIDTERM EXAM
- 19: MIDTERM PRESENTATIONS
- 20: Global Supply Chain Management, Ch. 17 Lecture and Discussion
- 21: Global Marketing, Ch. 18
- 22: Global HRM Ch. 19
- 23: Final Presentation Preparation
- 24: Final Presentation Preparation
- 25: Final Presentations. Course Wrap Up.

Disembarkation Day – April 20

FIELD WORK

Semester at Sea® field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of

the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

Field Class & Assignment

[**Field Class proposals listed below are not finalized.** Confirmed ports, dates, and times will be posted to the Spring 2023 Courses and Field Class page when available.]

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class.

Field Classes constitute at least 20% of the contact hours for each course, and are developed and led by the instructor.

Field Class Options: Various Locations

Title: Intercontinental Hotel Group

Idea: Visit with Executives, Tour facilities, Participate in 1-2 hour Company Training Session, end with Student Presentation Session / Meal.

Objectives: 1. Understand the complex world of hospitality management by experiencing a “day in Management” in a top tier IHG group hotel/resort. 2. Learn about regional Value Chain Management, AI and IT Technologies shaping the industry, Social Media Marketing and other contemporary topics in the Hotel and Leisure Industry. 3. Compare and contrast cultural, geographic, political, economic and technical realities between hotel locations on the voyage. 4. Research Pandemic impacts on the hotel industry both regionally and globally.

COMPARATIVE EXPERIENTIAL PROJECT (CEP)

The CEP is the required comparative assignment that span multiple countries. The Comparative Experiential Project constitutes at least 5% of the grade for each course.

The Comparative Experiential Project challenges students to become consciously competent of their surroundings while in port, and their own informed assessment of cultural differences between countries during the voyage. Some examples of comparative topics might be: assessing the different infrastructure challenges facing global firms in each location, identifying sustainability initiatives in each location, contrasting entrepreneurial activities in each location, reporting on personal experience of customer service while a guest of the country, observing how managers and employees interact in different country contexts, etc.

Comparative Experiential Projects will be designed by each student in consultation with Dr. Takeda and a CEP Contract will be established that outlines deliverables. Students will be able to choose their media of choice, including journaling, film, mixed media, etc. All students will complete their CEP by the 24th Class Session.

METHODS OF EVALUATION

| What | Type | % |
|---|------------|-----|
| Comparative Experience Project | Individual | 10% |
| Team Update Presentations Group (5 total) | | 20% |
| Midterm Exam | Individual | 10% |
| Midterm Presentations | Group | 20% |
| Field Class (Mandatory) | Individual | 10% |
| Final Presentation | Group | 30% |

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea® coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea® in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

| <u>Excellent</u> | <u>Good</u> | <u>Satisfactory/Poor</u> | <u>Failing</u> |
|------------------|-------------|--------------------------|------------------|
| 97-100%: A+ | 87-89%: B+ | 77-79%: C+ | Less than 60%: F |
| 93-96%: A | 83-86%: B | 70-76%: C | |
| 90-92%: A- | 80-82%: B- | 60-69%: D | |

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea® classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

CLASSROOM CLIMATE

Semester at Sea® is committed to the Voyage Community Values. Consequently, the classroom environment is founded on mutual respect, community, and an aim toward equity. The Voyage Community Values support the creation of a collaborative and vibrant community. Our community is the foundation of our learning, critical inquiry, and discovery. Each member of this course has a responsibility to uphold these values when engaging with one another.

With that, please review the following Voyage Community Values:

- **Well-Being:** We commit to the health, safety and well-being of ourselves, all members of our voyage community, *and* members of the communities we will visit.
- **Interconnectedness:** We understand our actions and attitudes have an impact locally and globally. We always seek to positively affect the planet and the people around us near and far.
- **Respect:** We honor the inherent dignity of *all people* with an abiding commitment to freedom of expression, scholarly discourse and the advancement of knowledge. We have the right to be treated, and the responsibility to treat others, with fairness and equity.
- **Inclusion:** We ensure inclusive environments that welcome, value, affirm and embrace *all people* within the shipboard community and in each country we visit.
- **Integrity:** We are honest and ethical in all of our interactions, including our academic work. We hold ourselves accountable for our actions.
- **Excellence:** We model the highest academic standards of preparation, inquiry and knowledge and consistently seek to understand complex issues and express informed opinions with courage and conviction.

LEARNING ACCOMMODATIONS

Semester at Sea® provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from students' home institutions verifying the accommodations received on their home campuses (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit verification of accommodations to their Student Services advisor as soon as possible, but no later than two months prior to the voyage. More details can be found within the **Course Registration Packet**, posted to the student portal prior to registration.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea® courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS FOR THE LIBRARY

None

FILMS

TBD

ELECTRONIC COURSE MATERIALS - E-book

AUTHOR: Charles Hill and G. Tomas Hult

TITLE: International Business Competing in a Global Marketplace

PUBLISHER: Mc-Graw-Hill

ISBN: ISBN10: 1260262588

ISBN13: 9781260262582

DATE/EDITION: 13th Edition, 2020

ADDITIONAL RESOURCES:

Resources will be provided by the Instructor based upon requests from the students, as needed throughout the voyage. For example:

IBIS Industry Reports, Plunkett Financial Analysis Reports, Mergent Company Reports, Marketline Company and Market Analyses, Euromonitor Market Reports, etc.