

California Lutheran University

Bachelor's Degree for Professionals

Course Number and Title: International Business Behavior (BUS 476)

Term (Winter), 2017, November 23, 2016 - February 15, 2017

Campus: Thousand Oaks campus OXN 116

Day & Time: Class Time: Wednesdays, 6:00PM - 9:30PM.

**Drop Dates: December 5 - Last day to drop without a "W" or financial penalty
January 17 - Last day to withdraw without academic penalty**

Instructor Information:

Chris Njunge

Email address: cnjunge@callutheran.edu

Office Hours: By appointment. Typically, right before or after class time.

Course Description

This course provides a review of current organizational development approaches developed in the United States for possible international application. Cultural influences fostering or hindering the development of effective humanistic organizations are explored. Prerequisite: Business Administration 394 or consent of instructor.

It is designed to provide both conceptual and practical approach to a systematic study on how international businesses behave, function and manage in the real world. Recent studies reveal that many business graduates have a hard time applying international business behavior and management theories they have learned in class at work, thus, hindering their success in their own businesses or promotions along the corporate ladders. Therefore, this course is specially developed to offer students the opportunity to learn how classroom business behavior theories are being applied in the real world.

The course aims to explore into the most current and influential international business behavior or management styles. The goal is to provide students with hands-on experience of the real world international business behavior and management applications.

Cultural influences fostering or hindering our working relationships with our major foreign partners or employers will be explored. Students will be required to research different business behaviors and management styles around the world and learn to apply such knowledge in the real world of international business.

Textbooks/Required Readings

The required textbook for this course is:

Author(s):	David Ahlstrom and Garry Bruton
Text Title:	International Management – Strategy and Culture in the Emerging World
Year of publication:	2010
Edition:	2010 edition
Publisher:	South-Western Cengage Learning

ISBN Number:	# 978-0-324-40631-3
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Course Outcomes

In addition to the learning objectives adopted by the School of Management for all courses in the Professional program listed in the section above, this course in particular will also meet the following objectives:

Each student who has successfully completed this class will be able to perform the following tasks:

1. To understand the most current and influential international business and management behavior systems practiced in the real world.
2. To apply the knowledge effectively in the work place, whether the students are self employed or hired by other corporations. When doing business with foreign companies, students should learn to develop a model of approach that is strategically appropriate within their own circumstances. Students will also learn the important skills to negotiate successfully with these foreign partners or employers.
3. To explore the worldwide business opportunities and identify regions of students' choice, and develop models of approach to successfully tap into the trade and career possibilities of their own target regions.

Course Assignments/Requirements/Course Schedule

Class Discussion (100 Points)

Weekly Assignments (400 Points)

There are 4 written assignments in this course, 20 points for each. Your answers should be thorough and comprehensive. Each assignment should have minimum of 500 words. You will need all the materials (including text, video, and additional reading) in that particular week to complete the written assignments.

Case Studies: (200 Points)

There are 2 case study analysis in this course, 50 points for each. You will submit your analysis through Journal in Blackboard. The instructor will provide you individual feedback for each case analysis. Based on instructor's feedback, you will need to revise your analysis. Case materials will be provided in your Blackboard course site.

GROUP PROJECTS/ACTIVITIES: (200 Points)

All students will work, as a group, to research and develop a foreign country report of their choice with the emphasis of each country's business behavior. (Your choice of country must be approved by instructor.) More details of this assignment will be provided in class.

ORAL PRESENTATION:

Students will present their group projects orally using the audio function in PowerPoint. Length of presentation for each group will be approximately 20 - 25

minutes. Each group must email me the presentation by due date. More details of this assignment will be provided in class.

WRITTEN GROUP REPORT:

The final group written reports will be due on the final examination date. Please see recommended outline in the handout package. Further details of this assignment will also be provided in class.

EXAMINATIONS: (300 Points)

During the term there will be one midterm and one final exam. The midterm and final exam will be taken uniformly from the readings (text & internet), class discussions, and exercises. The exams will be administered as take-home exercises, and you will have an 8 hour period in which to complete each of them. They will be of mixed format, i.e. multiple choice, short answer, essay, case studies and/or problems requiring in-depth thought testing the student's application of concepts. The final exam will be selectively cumulative. It will not cover everything.

Course Schedule

Date	Topic	Outline	Deliverables
11/23/16	Introduction to International Management	What is globalization? What are the drivers and effects of globalization?	HW 1 Assigned
11/30/16	1 Culture and International Management	What is culture and what impact does it have? How is culture transmitted? How can we analyze culture?	HW 1 Due
12/7/16	The Economic, Legal, and Political Environment	What tools can be used for economic analysis? Economic concerns in emerging and transitioning economies? How do legal systems differ around the world? What is Intellectual Property and how is it protected? How does the political environment impact International Business?	Case Study 1
12/14/16	Strategy Fundamentals and Corporate Strategy	What are the fundamentals of strategy? What strategies can International Businesses employ?	HW 2 Assigned
	Business- and Functional-Level Strategy	What is Porter's Five Forces Model of industry rivalry? What's the difference between Business Level and Functional Level strategies?	
12/21/16	International Market Entry	Why do International Businesses enter new markets? What options are there for entering international markets?	Case Study 2

Date	Topic	Outline	Deliverables
1/4/17	Motivation	What is Motivation? What Theories can be used to understand Motivation?	Mid Term Available
	Leadership	What is Leadership? What Theories can be used to understand Culture and Leadership?	
1/11/17	Decision Making	What is involved in the decision making process? How can decision making be improved?	Mid Term Due HW 3 Assigned
	Influence and Negotiation	What is Influence? What does the Negotiation process involve?	
1/18/17	Evaluation and Control	What is Evaluation and Control and why are they significant? How can Evaluation and Control be implemented?	HW 3 Due
1/25/17	Human Resources Management	What is Human Resource Management? What is involved in International HR Management? What issues arise in International HR Management?	Case Study 3
2/1/17	The Structure of the International Firm	What Organizational Structures do International Firms use? How do you decide what Structure is Right? How do International Firms manage Change?	HW 4 Assigned
2/8/17	The Future of International Management	How does Entrepreneurship impact International Management? How does Environmentalism impact International Management? What does the future of International Management imply for students of International Management?	HW 4 Due Final Available
2/15/17	Student Presentations	Student Presentations	Final Due Presentations

Student Workload/Carnegie Hours:

The expectation is that a 4-credit course will meet for 50 hours of instructional time and will have about 100 hours of out-of-class work (homework).

- As our 4-credit courses meet for about 36-37 hours in-person, the remaining 13-14 hours of instructional time need to be handled via online instructions (flipped classes, discussion boards, etc.).
- There should be approximately 9 hours of homework per week (of course this may vary depending on the week)

Activity	Instructor-Led Hours		Homework Hours		Remarks
	Weekly	Course	Weekly	Course	
Readings of required text			4.5	49.5	Over 11 weeks, uneven distribution
Weekly Classes (11 weeks)	3 hr. 20 min.	36.6 hrs			Includes final exam
Weekly Assignment (4 X 1.5 hours)		4 hrs		4	Average, varies by student
Final Project				10	Average, varies by student
Prepare Mid-term Exam				10	Average, varies by student
Case Study assignments (2 X 5 hour)		10 hrs		2	Average, varies by student
Final Research Paper				15	Average, varies by student
Prepare Final Exam				10	Average, varies by student
Total		50.6		100.5	

** In this chart the Carnegie Instructional Hours have already been converted to traditional clock hours; these are based on a 60-minute clock hour.

Grading

Assessment:

Assessment in this course is based on multiple elements. Each form of assessment addresses different (sometimes multiple) learning outcomes and each form of assessment requires a different set of knowledge, skills and abilities:

1. Participation, both online discussions forum and in-class group discussion;
2. Analyze assigned text materials;
3. Analyze video and written case studies;

4. Weekly Assignments
5. Discussion Forum
6. Midterm Exam
7. Final Exam
8. Final Paper (oral and written presentation)

GRADING:

Grading in this class will be based on the following elements and grading scale

Percentage	Grade
>94%	A
90% to 93%	A-
87% to 89%	B+
84% to 86%	B
80% to 83%	B-
77% to 79%	C+
74% to 76%	C
70% to 73%	C-
67% to 69%	D+
64% to 66%	D
60% to 63%	D-
<60%	F

Assessment	Points (max)
Class Participation (11)	100
Weekly Assignment (4)	400
Class Discussion	100
Midterm Exam	150
Final Exam	150
Case Study (3)	200
Final Report & Presentation	200
TOTAL	1,300

ATTENDANCE POLICY AND PARTICIPATION (100 POINTS):

Regular attendance is mandatory for this course. During class, students are expected to participate productively in all learning process and discussions. A course that studies world events more often than not must include controversial topics. Therefore, I find it a necessity to emphasize that participation must be appropriate, on-the-topic, courteous toward peers, instructor or guests and ALWAYS be respectful of other's opinions. Your different opinion is always welcome and is a critical part of the university learning process. However, no disruptions, disrespectful personal criticisms or outright rudeness will be tolerated. Independent conversations, whispering, note passing or any other behavior interpreted by the instructor as disrespectful will be dealt with accordingly. If you have to miss a class, you may request the class material in the following week in class.

Specific Attendance Policy Requirements for this Course:

Regular attendance is required. This means attending all classes is mandatory for this course.

Attendance points will be awarded for on-campus classes as follows:

- 10 points for every class you attend (10 points for 10 class meetings – no counting final exam evening)
- 10% penalty for unexcused late arrival
- 30% penalty for unexcused early departure

Course Evaluations Statement

All course evaluations are conducted online. Your feedback is important to us. You will receive an email message reminding you when the website is open for your feedback. The link is:

<http://courseval.callutheran.edu>

Disability Statement

California Lutheran University is committed to providing reasonable accommodations in compliance with ADA of 1990 and Section 504 of the Rehabilitation Act of 1973 to students with documented disabilities. If you are a student requesting accommodations for this course, please contact your professor at the beginning of the semester and register with the Disability Support Services Coordinator, Wendy Jimenez, for the facilitation and verification of need. The Disability Support Services Coordinator is located in the Center for Student Success Office at 3259 Pioneer Street, and can be contacted by calling 805.493.3878 or emailing wjimene@callutheran.edu

Statement on Academic Honesty

The educational programs of California Lutheran University are designed and dedicated to achieve academic excellence, honesty and integrity at every level of student life. Part of Cal Lutheran's dedication to academic excellence is our commitment to academic honesty. Students, faculty, staff and administration share the responsibility for maintaining high levels of scholarship on campus. Any behavior or act which might be defined as "deceitful" or "dishonest" will meet with appropriate disciplinary sanctions, including dismissal from the University, suspension, grade F in a course or various forms of academic probation. Policies and procedures regarding academic honesty are contained in the faculty and student handbooks.

Plagiarism, cheating, unethical computer use and facilitation of academic dishonesty are examples of behavior which will result in disciplinary sanctions. Plagiarism includes, but is not limited to:

- word for word copying without using quotation marks or presenting the work as yours
- using the ideas or work of others without acknowledgement
- not citing quoted material. Students must cite sources for any information that is not either the result of original research or common knowledge.

Standards of Student Conduct Statements:

- [Student Life Handbook](#)
- [Academic Honesty Statement](#)

University Harassment Policy

Be civil to each other, both on- and offline. For information on the University's **student harassment policy and rights, please go to the following link:**

[Student Life Handbook](#)

Sexual Misconduct

California Lutheran University does not tolerate any degree of sexual misconduct on or off-campus. We encourage you to report if you know of, or have been the victim of, sexual harassment, misconduct, and/or assault. If you report this to a faculty member, she or he must notify Cal Lutheran's Title IX Coordinator about the basic facts of the incident. More information about your options for reporting can be found at: <http://www.callutheran.edu/title-ix/>

Pearson Library

Pearson Library provides access to scholarly books, journals, ebooks, and databases of full text articles from scholarly journals. To begin using these materials, visit the library web page <http://www.callutheran.edu/library>

There are many ways to contact Pearson Library for research assistance, no matter where you are!

- Email Yvonne Wilber (Professionals liaison) at ywilber@callutheran.edu
- General Library email: CLUlibrary@callutheran.edu
- Library main phone: 805.493.3250
- Text us your question: 805.493.3867
- Get more help at: <http://www.callutheran.edu/library/help/>

Cal Lutheran Writing Center

The Writing Center provides 1:1 writing consultations, in-person and online, with trained undergraduate and graduate writing consultants. We welcome all writing-related projects at any stage of the writing process across the diverse disciplines of study at Cal Lutheran. The Writing Center also hosts writing workshops, provides in-class visits, facilitates writing groups, and offers a writer's studio option for longer, sustained projects. Services suit writers of all levels, including traditional undergraduates, graduate students from all fields, all English language learners, and accomplished scholars alike. All members of the Cal Lutheran community with an @callutheran.edu email address are welcome to make use of our services. For more information, please visit at www.callutheran.edu/writing_center or call 805.493.3257. Please schedule appointments online through MyCLU Blackboard with the yellow "The Writing Center" icon in "Tools," or stop by The Writing Center itself, located in the Darling Collaboration Suite of Pearson Library.

Veterans Resources

If you are a veteran, military member, or a family member of a veteran or military member, please refer to Cal Lutheran's Veterans Resources webpage for important information: <http://www.callutheran.edu/veterans/>. Also, if you are a veteran receiving benefits and you are struggling in a class, you most likely qualify for free tutoring. Please contact the Veterans Coordinator, Jenn Zimmerman, veterans@callutheran.edu or 805.493.3648, for more information.

Help Desk

Students may contact the Help Desk about telephone, network, wireless network, software questions password problems, hardware problems, and general consultation (i.e. you cannot log into your MyCLU portal, or you are having problems with Blackboard). Please email specific details about your problems to helpdesk@callutheran.edu, click on the following link for more information http://www.callutheran.edu/iss/technology_services/helpdesk.php or call: 805.493.3698

Disclaimer:

This syllabus may change from time to time to accommodate changing circumstances. Every effort will be made to alert students to changes that occur in a timely manner. The class schedule is tentatively presented below. While the material mentioned will be covered, the actual timing may change from week to week as the course progresses. And I reserve all rights to make the necessary changes in order to enhance the learning experience of the students.