

UNDERGRADUATE BBA

BE ROBINSON READY

Global Business

BUSA4000 2-hour Global Business Course

This course is the first in a two-course framework where all BBA students are required to complete a two course sequence on the theme of Global Business, typically in their senior year. The two course sequence consists of a 2 credit hour BUSA 4000 **Global Business** course as well as a 1 credit hour Global Experience course. Several options will be made available to students to meet this 1 credit hour Global Experience requirement and three “sample or template” syllabi are included in the course proposal, each numbered as BUSA 4001 **Short-Term Study Abroad**, BUSA 4002 **General Management in a Global Business Context** Study Experience and BUSA 4003 **Marketing: B2B and B2C in Global Economy** Study Experience, , BUSA 4004 **Market Opportunity Assessment**, , BUSA 4005 **Global Competency**. Other Global Experience courses will be proposed and developed as appropriate.

CATALOG DESCRIPTION - BUSA 4000 Global Business:

This course applies concepts, issues, and techniques needed for efficient and effective global business in the 21st Century. Integrating lower division and junior level course work, students apply learnings in context of global trade and investment, global capital markets, national policies and transnational agreements. The impact of political and cultural considerations, global risk analysis on the firm are explored, as well as personal and professional implications for foreign assignments, negotiation skills and other considerations when doing business globally. This course is part of a required two course sequence that includes a 2 credit hour Global Business course and a 1 credit hour Global Experience course.

CATALOG DESCRIPTION - BUSA 400(X) Global Experience:

This course allows student the opportunity to engage actively in a learning experience where they can further explore concepts and issues in global business while developing some skills needed for efficient and effective participation in global business in the 21st Century. Integrating lower division and junior level course work, students actively apply what they learned about global trade and investment, global capital markets, national policies and transnational agreements. Students also get the opportunity to observe the impact of political and cultural influences, global risk, as well as personal and professional implications for foreign assignments. This course is part of a required two course sequence that includes a 2 credit hour Global Business course and a 1 credit hour Global Experience course.

SEQUENCING AND PREREQUISITES

BUSA 4000-2hour Global Business: Prerequisites: All Junior Level RCB Core

BUSA400(X)-1hour Global Experience: Prerequisites or Co-requisite: BUSA 4000-2hour course

LEARNING OUTCOMES

After completion of the Global Business course, students will understand and be able to explain the following:

1. The Economic and Institutional Drivers of Cross Border Business
2. Technology as a Cause and Facilitator of Globalization
3. Global Business Context and Scope
4. Global Trade and Finance Infrastructure
5. The Role of the Nation State in Globalization
6. Business Systems and Economic Complexity
7. The Virtual Reality of Global Business

LEARNING OBJECTIVES

The learning outcomes of the Global Business course will be achieved as students complete series of modules, each designed to achieve the the following objectives:

- LO 1.1 Identify the emerging global megatrends expected to impact business enterprises in the next decades
- LO 2.1 Explain the expected impact of technology on global business
- LO 2.2 Describe the anticipated role and scope of data on global business
- LO 2.3 Explain the impact of changing demographics on global markets
- LO 3.1 Map the interaction between banking, capital markets, labor markets, and commodity markets in the global economy
- LO 3.3 Explain the impact of expected events on global supply chains
- LO 3.4 Identify causes of unpredictable events and the effects on global supply chains
- LO 3.5 Explain the interaction between currency markets, interest rates, inflation and the value of local currency to support business decisions
- LO 3.6 Compare the implications of currency devaluation, appreciation and fluctuation in a given business sector
- LO 3.7 Compare the impact of trade relations, market dynamics and competitive forces on firms
- LO 3.8 Explain the impact of culture, ideology and philosophy on assessing business opportunities
- LO 4.1 Describe the interplay between political, social, cultural and economic systems in the creation of national policies
- LO 4.2 Identify examples of national government policies as sources of political risk
- LO 4.3 Identify examples of strategies used by companies to mitigate risks embedded in changing national policies
- LO 5.1 Compare and contrast the impact of different national legal systems and their implications for business decisions, investors and management
- LO 5.2 Discuss the impact of different legal systems and their implications for business investors
- LO 5.3 Discuss the impact of different legal systems and their implications for management
- LO 6.1 Explain the effect different cultural values have on business decisions
- LO 7.1 Describe the role of trade agreements and how they affect trade flows in goods between nations
- LO 7.2 Describe the role of trade agreements and how they affect trade flows in services between nations
- LO 7.3 Describe the role of trade agreements and how they affect trade flows in financial transactions between nations
- LO 7.4 Describe the role of trade agreements and how they affect trade flows in intellectual property between nations
- LO 7.5 Describe the role of trade agreements and how they affect the flows of data between nations
- LO 7.6 Design a general process workflow of the process required to create and ratify new trade agreements between the USA and other foreign jurisdictions

- LO 8.1 Explain the scope and the nature of contemporary global supply chains in terms of quantity
- LO 9.1 Compare the economic complexity of countries, industries and business sectors
- LO 9.2 Describe the impact of economic complexity on the behavior of companies
- LO 10.1 Demonstrate the impact of comparative advantage on viability of business opportunities
- LO 10.2 Determine the international aggregation, adaptation and arbitrage opportunities for a specific company

COURSE STRUCTURE

This course will be delivered in hybrid format. Online content will constitute 60% of the contact hours and instructors will meet with students for 1 contact hour per week in class.

Virtual Content will consist of four types of content:

- Articles, content, videos and presentation material from academic, economics, trade, industry and news that highlight course issues in global business context
- Course relevant academic journal article summaries highlighting and presenting a focused overview of a completed research study that is published in a peer-reviewed, scholarly source
- Video content prepared specifically for this course from a library of material that draws on the embedded relationships, business community, professional networks of RCB faculty and staff, alumni of both the undergraduate and graduate programs of the college, as well as GSU colleagues from across campus.
- Content prepared to support the Semester Team Project (described below)

NOTE: A course coordinator will be responsible for development of ALL content delivered in the online format, with the assistance of departments, faculty teaching in the course and assistant dean for undergraduate studies. Virtual content will be maintained in a “master” course section iCollege and content can then be copied, as needed, to other sections.

NOTE: As the course syllabus is further elaborated an effort will be made to work with the GSU library as well as Center for Excellence in Teaching & Learning (CETL), the former Center for Instructional Innovation to implement best practices in using open source material of both high academic quality and value.

During in-class sessions, instructors in various sections will:

1. Highlight content based on individual and disciplinary expertise
2. Facilitate discussion using current examples provided by faculty and students in online discussion
3. Lead application discussion using the Semester Team Project as course anchor

The course will explore the field of Global Business from six different perspectives or levels of analysis:

- Global
- National Context
- Bilateral, Regional & Multilateral Agreements
- Firm
- Industry & Sector
- Personal/Career

IN-CLASS SESSIONS:

Instructors will typically start with a brief lecture to highlight and emphasize important learnings, and also bring the personal and professional expertise to the course. Class time will also be used to explore the subject firm of the Team Project from course perspectives and to ensure progress on the Team Project.

ASSIGNMENTS

Assignments completed by students will include three primary levels of activity:

1. A Semester Team Project where all students in the course for that semester will do analysis and apply their past learnings in the context of the material using a single focal firm. The Semester Team Project will be executed in teams in each section of the course. Deliverables will be staged throughout the semester:
 - a. Discovery, research and analysis in tandem with the course content
 - b. Three stage reporting on the analysis (2 during semester plus final report)
 - c. Use of collaborative tools such as iCollege team workspaces, Office365 tools, GoogleDocs, Hangouts, WebEx, Skype, etc. will become an integral part of the collaboration and artifacts of the tools may be deliverables
 - d. Final Report Package (due in week 12 of 14)
 - i. Analysis and recommendation report
 - ii. Final Executive Summary
 - iii. Final presentation deck (multiple formats will be excepted)
 - e. Only 2-3 best teams will present in class (week 14 of 14)
2. Peer evaluation of reports and presentation decks in a structured guided format at each of the three reporting stages
3. Two scenario based multiple choice exams administered in class

Note: *The project background material on the firm will be developed specifically for the course and build on the strong embedded relationships of the college (see detailed description below).*

TEAM PROJECT

The Team Project Objective is to study a company and industry in its global context, and to demonstrate the team's ability to analyze and evaluate the: (a) impact of global competitive forces on the organization, (b) the firm's preparedness to remain competitive (c) given anticipated changes on industry, sectoral, national, regional and global levels, and (d) respond to contingencies given the various risk factors inherent in its global environment.

The final deliverables will be:

1. Executive Summary
2. Presentation Content (Slide Deck, Prezi, Video, etc.)
3. Report of analysis, evaluation and discovery

The final deliverables will be due in Week 12 and only the best 2-3 teams will present in class.

EXAMS:

A midterm and final exam will be administered in class in a scenario-based multiple choice format.

GRADE CALCULATION

Discussion & Participation		10%
Peer Evaluation		15%
Team Peer Evaluation 1	5%	
Team Peer Evaluation 2	5%	
Team Peer Evaluation Final	5%	
Exams		30%
Midterm	15%	
Final	15%	
Team Based Project		45%
First Team Project Deliverables	15%	
Second Team Project Deliverables	15%	
Final Project Deliverables	15%	
TOTAL		100%

Schedule of Classes

Week 1	Global	Global Megatrends and their impact on business https://oer.gsu.edu/globalbusiness/chapter/emerging-global-megatrends/
	Global	Technology as driver of global business https://oer.gsu.edu/globalbusiness/chapter/technology-and-global-business/ https://oer.gsu.edu/globalbusiness/chapter/robots-machines-artificial-intelligence/ https://oer.gsu.edu/globalbusiness/chapter/bitcoin-blockchain/ https://oer.gsu.edu/globalbusiness/chapter/data-and-global-business/
Week 2	Global	Banking, capital markets and commodity market flows in a global economy https://oer.gsu.edu/globalbusiness/chapter/global-financial-markets-2/
	Global	Global Labor Markets https://oer.gsu.edu/globalbusiness/chapter/data-and-global-business/
Week 3	Global	Global supply chains https://oer.gsu.edu/globalbusiness/chapter/global-supply-chains/
	Global	Disruptions of global supply chains https://oer.gsu.edu/globalbusiness/chapter/supply-chain-shifts-the-knowns-and-the-unknowns/
Week 4	National Context	Political and economic systems: complex business decisions https://oer.gsu.edu/globalbusiness/chapter/integrated-global-business-system/
	National Context	National governments: Sources of political risk

		https://oer.gsu.edu/globalbusiness/chapter/countries-and-nations/
	National Context	Legal systems: Implications for business decisions, investors and management
Week 6		https://oer.gsu.edu/globalbusiness/chapter/laws-and-legal-systems/
	National Context	Cultural values and business decisions
Week 7		https://oer.gsu.edu/globalbusiness/chapter/culture-and-values/
	Midterm Exam	
	Industry & Sectors	Economic complexity, industries and business sectors
Week 8		https://oer.gsu.edu/globalbusiness/chapter/economic-complexity/
Week 9	Industry & Sector	Global supply chains: selected industry case studies
	Industry & Sector	Currency markets, interest rates, inflation and the value of local currency
		https://oer.gsu.edu/globalbusiness/chapter/turbulence-in-financial-markets/
Week 10		
	Industry & Sector	Currency valuation and interest rates: Impacts on specific business sectors
		https://oer.gsu.edu/globalbusiness/chapter/turbulence-in-financial-markets/
	Firm	Economic complexity and the behavior of companies
		https://oer.gsu.edu/globalbusiness/chapter/economic-complexity/
Week 11		
	Stage 3 Team Project Deliverables Due	
	Firm	Aggregation, adaptation and arbitrage strategies options for the firm
		https://oer.gsu.edu/globalbusiness/chapter/adapt-aggregate-or-arbitrage/
Week 12		
	Firm	Firm Decisions and Implementation: culture, ideology and philosophy
Week 13		
	Final Team Project Report Package Due	
Week 14	2-3 Best Teams Present In Class	
Exam Week	Final Exam	

Notes on Team Project

Under leadership of the course coordinator, faculty teaching in the course will develop a pipeline of cases (ideally 4 in progress at various stages of development any time) based on an actual company, preferably building on the embedded relationships of the college. Each semester ONE case will be used by all sections of the course, cycling through the pipeline in order to reduce the incidences of students sharing work from one semester to the next.

The objective will be to build a case around a business of interest to a large segment of the students, allowing the college to showcase the work of students and students to show deeper familiarity with the impact that global business activity has on a company and its industry.

An important design element for the project will be get students to collaborate virtually on the project through the creation of artifacts that show global virtual competence. Such examples may include

recordings/transcripts of interviews with resources located outside the USA to support the project work, shared virtual workspaces (GoogleDocs or similar) and content rich presentations.

The project will be executed in a series of phases to both mitigate the risk of semester-end loading of activities typical of college projects, and also to pace the emphasis of the project to coincide with the course material delivery.