Course Description

Examines the theory and practice of developing and implementing strategies for gaining competitive advantage in the global business environment. Students master the theoretical body of knowledge in the fields of strategic management and international business. Learners consider a variety of empirical approaches used to research the international competitive strategy process to include exploration of the accelerating globalization of industries, regionalization of competition, and the institutional contexts that both facilitate and impede the formation and implementation of strategies globally. In addition, students consider such emerging topics as organizational change, competitive dynamics, development of firm resources and capabilities, sustainable competitive advantage, regional approaches to competitive strategy, and the formation of new organizational forms such as strategic alliances and inter-firm networks.

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Explain the various approaches to analyzing global strategy.
2. Identify the most popular definitions of strategy and the circumstances when each is appropriate.
3. Interpret the dimensions of international management.
4. Explain the function of leaders in today's organization.
5. Distinguish between multinational and global strategy.
6. Compare the benefits and drawbacks of global strategy.
7. Explain the basis of competition.
8. Distinguish between the bargaining power of suppliers and the bargaining power of buyers.
9. Distinguish between planning strategy and crafting strategy.
10. Explain the cultural context of strategy.
11. Distinguish between the formal planning approach to change from the power-behavior approach.
12. Assess why the process of change must be compatible with the particular organization undergoing change.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Unit Learning Objectives:** Each unit contains Unit Learning Objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Written Lectures:** Each unit contains a Written Lecture, which discusses lesson material.
3. **Reading Assignments:** Each unit contains Reading Assignments from one or more chapters from the textbook. Chapter presentations are provided in each unit study guide as Supplemental Reading to aid students in their course of study.
4. **Key Terms:** Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.
5. **Discussion Boards:** Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.

6. **Unit Assessments:** Units II, IV, VI, and VIII contain assessments to be completed at the end of each unit. The assessments cover material from the unit in which it appears and the previous unit (i.e., Unit II Assessment covers material from Units I and II).

7. **Unit Assignments:** Students are required to submit for grading Unit Assignments in Units II, IV, and VI. Specific information and instructions regarding these assignments are provided below.

8. **Research Paper:** The Research Paper is due in Unit VII. Information and instructions regarding this assignment are provided below. Students should work on this assignment throughout the duration of the course to ensure they have plenty of time to complete it.

9. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

10. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

### Unit Assignments

**Unit II Case Study**

Why did Global Food Prices Rise? This case study can be found on pages 227 and 228 in your textbook. Read the case and answer the questions at the end of the case.

**Unit IV Case Study**

China's Managed Float. This case study can be found on page 371 in your textbook. Read the case and answer the questions at the end of the case.

**Unit VI PowerPoint Presentation**

Construct a PowerPoint Presentation of the contents of Chapter 15 of your textbook. You should have approximately 20 slides.

### Research Paper

Develop a research paper on a topic of interest related to this course. Students should work on this assignment throughout the duration of the course to ensure they have plenty of time to complete it. **Preapproval of the topic by the course professor is required.** E-mail your selected topic to the professor by the end of Unit II.

The paper should be double-spaced and approximately 10 pages in length. CSU requires that students use the APA format in writing research papers. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed.

### APA Guidelines

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.

### CSU Grading Rubric for Papers/Projects

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.
Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Discussion Board (8 @ 1%)</td>
<td>= 8%</td>
</tr>
<tr>
<td>Unit Assessments (4 @ 7%)</td>
<td>= 28%</td>
</tr>
<tr>
<td>Case Studies (2 @ 12%)</td>
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<tr>
<td>Unit VI PowerPoint Presentation</td>
<td>= 10%</td>
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<tr>
<td>Research Paper</td>
<td>= 30%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>= 100%</strong></td>
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Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

### Unit I
**Introduction and Country Differences**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] **Chapter 1:** Globalization
- [ ] **Chapter 2:** National Differences in Political Economy
- [ ] **Chapter 3:** Differences in Culture
- [ ] **Supplemental Reading:** See Study Guide

**Discuss:**
- [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)

**Submit:**
- [ ] None

Notes/Goals:

### Unit II
**Ethics, Trade and Investment**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] **Chapter 4:** Ethics in International Business
- [ ] **Chapter 5:** International Trade Theory
- [ ] **Chapter 6:** The Political Economy of International Trade
- [ ] **Supplemental Reading:** See Study Guide

**Discuss:**
- [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] **Assessment** by Tuesday, Midnight (Central Time)
- [ ] **Case Study** by Tuesday, Midnight (Central Time)

Notes/Goals:

### Unit III
**Foreign Investment and Trade**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] **Chapter 7:** Foreign Direct Investment
- [ ] **Chapter 8:** Regional Economic Integration
- [ ] **Supplemental Reading:** See Study Guide

**Discuss:**
- [ ] **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] None

Notes/Goals:
# Course Schedule

## Unit IV  
**Global Monetary System**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] Chapter 9: The Foreign Exchange Market
- [ ] Chapter 10: The International Monetary System
- [ ] Chapter 11: The Global Capital Market
- [ ] Supplemental Reading: See Study Guide

**Discuss:**
- [ ] Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] Assessment by Tuesday, Midnight (Central Time)
- [ ] Case Study by Tuesday, Midnight (Central Time)

## Notes/Goals:

## Unit V  
**Strategy and Structure of International Business**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] Chapter 12: The Strategy of International Business
- [ ] Chapter 13: The Organization of International Business
- [ ] Chapter 14: Entry Strategy and Strategic Alliances
- [ ] Supplemental Reading: See Study Guide

**Discuss:**
- [ ] Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] None

## Notes/Goals:

## Unit VI  
**Exporting, Importing and Outsourcing**

**Review:**
- [ ] Unit Study Guide

**Read:**
- [ ] Chapter 15: Exporting, Importing, and Countertrade
- [ ] Chapter 16: Global Production, Outsourcing, and Logistics
- [ ] Supplemental Reading: See Study Guide

**Discuss:**
- [ ] Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- [ ] Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- [ ] Assessment by Tuesday, Midnight (Central Time)
- [ ] PowerPoint Presentation by Tuesday, Midnight (Central Time)

## Notes/Goals:
# DBA 8710, International Business and Global Strategy

## Course Schedule

<table>
<thead>
<tr>
<th>Unit VII</th>
<th>Global Market and Human Resource Management</th>
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<tbody>
<tr>
<td>Review:</td>
<td>□ Unit Study Guide</td>
</tr>
<tr>
<td>Read:</td>
<td>□ Chapter 17: Global Marketing and R&amp;D</td>
</tr>
<tr>
<td></td>
<td>□ Chapter 18: Global Human Resource Management</td>
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<td></td>
<td>□ Supplemental Reading: See Study Guide</td>
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<td>Discuss:</td>
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<tr>
<td>Submit:</td>
<td>□ Research Paper by Tuesday, Midnight (Central Time)</td>
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**Notes/Goals:**

| Unit VIII | Accounting and Financial Management |
|----------|--------------------------------====|
| Review: | □ Unit Study Guide |
| Read: | □ Chapter 19: Accounting in the International Business |
| | □ Chapter 20: Financial Management in the International Business |
| | □ Supplemental Reading: See Study Guide |
| Discuss: | □ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time) |
| | □ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| Submit: | □ Assessment by Tuesday, Midnight (Central Time) |

**Notes/Goals:**