2017

BUAD 640-01 Business in a Global Economy

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BUSINESS IN A GLOBAL ECONOMY: BUAD 640
Online Course (Canvas)
Wednesdays, Fall 2017

Instructor: Dr. Hema Krishnan
Office telephone number: 745-3420
Preferred method of contact: by Email: Krishnan@xavier.edu

Office: 310 Smith Hall
Online Office Hours: Available Monday to Saturday from 10:00 a.m. to 1:00 p.m. I will respond to your email within 24-36 hours of receipt.

Course description: This is a 3-credit course and will run from August 23-October 15

Williams College of Business Mission Statement: We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.

Course Objective; Gain knowledge on BRIC nations

The primary objective of this course is to provide you with a framework for understanding the opportunities and challenges related to doing business in the hottest markets of the 21st century, namely, China, India, and Brazil, which comprise 40% of the world population. The course is designed to provide a foundation for understanding how the competitive position of a firm is devised based on analyzing the external environment, industry structure, country-based sources of advantage and distinctive competencies of the firm. An integrative approach is used to help students learn to effectively deal with the competitive consequences of constant change in the global marketing environment.

Required Reading Material: All readings are available on Canvas. These include lectures and book chapters on International Business, power-point presentations, online articles on China, India and Brazil, video clips on China, India and Brazil, and Instructor power-point presentations.

Online Course Format

The course is online, and all modules except two are asynchronous. Two sessions will be held as virtual meetings on Zoom (September 27 and October 11, 2017). Virtual – Online Attendance is mandatory for these two sessions as detailed in the syllabus. The penalty for missing these two virtual sessions is high, as explained in the modules.

Time Commitment Expectations

Since this is an intense 8-week-3-credit course, your preparation time will be twice as high as for a 16-week full semester course. You should plan to invest about 10-12 hours per week on the course. You should log in at least four times a week. Do not allow more than two days to lapse in between log-ins. Please check email regularly since this will be my main mode of communication.
Technical Requirements

- Internet connection (DSL, LAN, or cable connection desirable)
- Access to Canvas through a supported Web browser (Internet Explorer, Firefox, Safari). To ensure that you are using a supported browser and have required plug-ins please run the Check Browser Tool from the Technology Services Web site.
- Check your computer against Xavier’s suggested minimum computer requirements: http://www.xavier.edu/ts/students/Computer-Recommendations.cfm

Technical Assistance

If you need technical assistance at any time during the course or to report a problem with Canvas, contact the HELP Desk at (513) 745-HELP/4357 or visit the HELP Desk Web site, or contact Canvas at 855-778-9967.

Course Structure

Course Schedule: See separate attachment, “BUAD 640: Course-Sessions-Description-Blended. Also, refer to the “Deliverables Check-list.”

*It lists activities and assignments for each module, with specific deadlines, including times assignments are due. Deadline times are Eastern Standard Time.*

Note: The schedule is subject to change in the event of extenuating circumstances. You are expected to check announcements regularly and adhere to the established course deadlines.

Grading and Performance Evaluation

Students will be evaluated on how well the course objectives are met as evidenced by the following components. Note that team activity is a significant portion of the assignments, similar to the environment in Corporate America and the emerging markets of the world.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Discussion Board (3) assignments; 4%each</td>
<td>12%</td>
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<tr>
<td>Individual reports (1 and 2); 8%, 15%,</td>
<td>23%</td>
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<tr>
<td>Team Presentation #1 (submission only)</td>
<td>10%</td>
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<tr>
<td>Team Presentation #2; Virtual on Zoom</td>
<td>20%</td>
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<tr>
<td>Final Team Project –Presentation#3; Virtual on Zoom</td>
<td>20%</td>
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<tr>
<td>Final Individual Paper</td>
<td>15%</td>
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<tr>
<td>TOTAL</td>
<td>100%</td>
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Grading Scale
A      93 - 100%
A-     90 – 92.9%
B+    87 - 89.9%
B      83 – 86.9%
B-     80 – 82.9%
C      70 – 79.9%
F      Below 60%

Brief Description of the Assignments (Deliverables)

Discussion Board Assignments-Asynchronous participation; 12%

You will participate in three online discussion board assignments during the semester, and this is an important part of class participation in Canvas. The first discussion assignment is a “video” assignment, where you will be required to record and submit your introduction video. The remaining two Discussion Board assignments centers on course concepts and readings.

Discussions will be prompted by questions/statements inviting you to approach the readings from a specific perspective. You may want to compare the situation in the company to your own industry or work environment plus when appropriate add links to sites to help better understand the case and the issues in the case (if you add links you must provide a brief summary of the site so we understand how it supports your posting). Posting a link without a brief explanation of the link will not earn you any extra points. You must include references to our module readings as well as the issue at hand. The initial discussion forum questions serve as advance organizers to encourage critical thinking and informed participation. These are just to help you get started on your discussion. Each student posts his or her own initial thread by the deadline. In addition to your original post, you should reply to at least one of your colleagues. The purpose of this part of the assignment is to raise pertinent issues, expand the discussion, and to stimulate critical thinking regarding your colleagues’ issues. You will want to respectfully challenge your colleagues' assumptions and predictions. You should visit the Discussion board every few days to keep up with the Discussions. The Discussion Board takes the place of F2F in class discussions and is vital for a successful academic experience. This is a collaborative experience. (Note: Work in the Discussion Board can ‘make or break’ a grade in the course…so BE ATTENTIVE).

Three Individual Reports (8%, 15%, 15%)

You will submit three individual reports during the semester. Details are posted on Canvas.

Three Team Presentations (10%, 20%, 20%)

Throughout the course, students will be part of a team and be responsible for conducting three online presentations. The instructor will assign the members for each team in August.

Team Presentation #1: Should be submitted by the teams on Canvas. Refer to
canvas for more details.

Team Presentations #2 and #3: two synchronous virtual meetings on Zoom; September 27 and October 11; 20% each presentation

Attendance Policy

You are required to attend the two Zoom-Virtual meetings-synchronous, on September 27 and October 11, in their entirety. Failure to attend either of these two online Zoom meetings will result in a penalty of two letter grades reduction for the student, from the grade the team earned on each of the presentations.

Viewing Grades in Canvas

Points you receive for individual reports, Discussion Board assignments and presentations will be posted to the Canvas Grade Book. Click on the Grades link in the course menu to view your assignment scores.

Grade Posting Policy

In general, you should expect to receive feedback on written and team assignments within one week of submission. Exceptions to this will be noted in the course announcements in Canvas.

Assignment Submission

All assignments for this course will be submitted electronically through Canvas unless otherwise instructed.

Late Work/Make-Up Work

Timely participation is critical because of its effect on community in an online course. Assignments must be turned in by the deadline. One letter grade will be deducted for each day late. After 48 hours past the deadline, reports and assignments will not be accepted, unless you have a documented medical reason for the delay. No reports will be accepted over e-mail unless previously approved by the instructor. All submissions should be in Canvas only.

Incomplete Policy

If you do complete the course for documented medical reasons, you will be awarded an “Incomplete” in the course. You will be required to then complete the course within one month following the end of the semester. There are no exceptions to this rule.
Course Policies/Guidelines

Netiquette
You are encouraged to provide your honest viewpoint, but be respectful of the views of your classmates.

Do’s
1. Do use correct grammar and spelling.
2. Do reflect on what you would like to say, and review what you’ve written before posting!
3. Do respect the privacy, beliefs, and opinions of your classmates.
4. Do challenge each other’s ideas but not each other personally.
5. Do remember to treat others as you would want to be treated.
6. Do use humor and sarcasm carefully. Students cannot see your facial expressions or hear any voice inflections.

Don’ts
1. Don’t type in ALL CAPS. This is regarded as shouting.
2. Don’t rant or flame. This is not the place to vent your anger or start a fight.
3. Don’t make inappropriate comments. Objectionable, sexist, or racist language will not be tolerated.

If you want to send a private message, use individual email. The Class Lounge discussion forum is a public space for conversation with your classmates on any topic or question.

Academic Support

Learning Assistance Center
The Learning Assistance Center (LAC) provides support services to facilitate learning. The LAC has two main purposes: tutoring and disability services. The tutoring services include subject specific tutoring, drop-in sessions, study skills assistance, and Supplemental Instruction (SI). For students with documented disabilities, services include accommodations such as extended time on exams, reduced distraction testing environment, note-taking assistance, and assistive technology. Services are provided in a positive and encouraging environment, which promotes appreciation for diversity and cura personalis. Students in an online course can contact the LAC at (513) 745-3280 to set up an appointment. The LAC is located in the Conaton Learning Commons room 514. http://www.xavier.edu/lac/

Writing Center
The Writing Center offers free one-on-one tutoring on writing assignments for all Xavier students. Students in an online course can contact the Center at (513) 745-2875 to set up an appointment. Sessions can be conducted in multiple ways, including discussions by phone and by
email at writingcenter@xavier.edu. The Writing Center is located in the Conaton Learning Commons room 400. http://www.xavier.edu/writingcenter/

University Policies

Academic Honesty Policy

The pursuit of truth demands high standards of personal honesty. Academic and professional life requires a trust based upon integrity of the written and spoken word. Accordingly, violations of certain standards of ethical behavior will not be tolerated at Xavier University. These include theft, cheating, plagiarism, unauthorized assistance in assignments and tests, unauthorized copying of computer software, the falsification of results and material submitted in reports or admission and registration documents, and the falsification of any academic record including letters of recommendation. All work submitted for academic evaluation must be the student's own. Certainly, the activities of other scholars will influence all students. However, the direct and unattributed use of another's efforts is prohibited, as is the use of any work untruthfully submitted as one's own.

Copyright Policy

Copyright laws and fair use policies protect the rights of those who have produced the material. To help you familiarize yourself with copyright and fair use policies, the University encourages you to visit the library copyright Web page and download the following for reference purposes:


Xavier University, Blackboard course sites contain copyrights held by the instructor, other individuals or institutions. Such material is used for educational purposes in accord with copyright law and/or with permission given by the owners of the original material. You may download one copy of the materials on any single computer for non-commercial, personal, or educational purposes only, provided that you (1) do not modify it, (2) use it only for the duration of this course, and (3) include both this notice and any copyright notice originally included with the material. Beyond this use, no material from the course web site may be copied, reproduced, republished, uploaded, posted, transmitted, or distributed in any way without the permission of the original copyright holder. The instructor assumes no responsibility for individuals who improperly use copyrighted material placed on the web site.

Students with Disabilities

Any student who feels he/she may need an accommodation based on the impact of a documented disability should notify the course instructor and contact Cassandra Jones in the Learning Assistance Center at 513-745-3280 or e-mail jonesc20@xavier.edu to coordinate reasonable accommodations.
Library Services for Online Students

As an online student at Xavier University you have access to the Library Collections and Services. The Library databases can be accessed from off campus using your Xavier login.

Information on borrowing Library materials. We also have many e-books that can be viewed on your computer.

There are many ways to get help from a Librarian including chat text and email.

About your instructor-Hema Krishnan, Ph.D.

Dr. Hema Krishnan has extensive leadership and administrative experience. Since 2004, she has served as chair of the Management & Entrepreneurship department at Xavier University, for five years, and for five years as Associate Dean of the Williams College of Business. She has several years of business experience at the managerial level and was the first woman in India to be appointed to a Sales position in the petroleum industry.

Hema has made several keynote speeches and has served as distinguished speaker on the topics of strategic leadership, mergers and acquisitions, international business and change management in industry and academia on numerous occasions in the U.S. and Europe and in emerging countries such as India, Kenya and Rwanda. She has lived in three continents of the world, Asia, Europe and North America, and has made presentations in four continents. She was the President of the Xavier Chapter of Beta Gamma Sigma society, a scholastic society, during 2003-08. She conducts research in the areas of mergers/acquisitions, top management teams and corporate restructuring and has published over 35 articles in premier journals of business. In recent years, she has taken to writing in leading newspapers, magazines and on LinkedIn. Hema teaches International Management, Strategic Management, Strategic Leadership, and Global Strategic Thinking.

Please turn over to the next page for the “Course Learning Outcomes.”
**Course learning outcomes:** The learning outcomes for this course appear below:

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<tbody>
<tr>
<td>1</td>
<td>Strategic Thinking and Leadership- Design, develop and present</td>
<td>a comprehensive strategic analysis (integrating all functional</td>
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<td>all comprehensive strategic analysis (integrating all</td>
<td>areas such as marketing, finance, management, operations,</td>
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<td>functional areas such as marketing, finance,</td>
<td>accounting) for a company for the China, India, Brazil.</td>
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<td>management, operations, accounting) for a company for the</td>
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<td>China, India, Brazil.</td>
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<td>2</td>
<td>Global Perspective- Integrate economic, political,</td>
<td>technological, environmental and societal issues into decision</td>
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<td></td>
<td>economic, political, technological, environmental and</td>
<td>making. Design, develop and present a macro environment analysis</td>
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<td></td>
<td>societal issues into decision making. Design, develop and</td>
<td>for China, India and Brazil.</td>
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<td>present a macro environment analysis for China, India and</td>
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<td></td>
<td>Brazil.</td>
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<td>3</td>
<td>Cultural diversity- Incorporate the concepts of global</td>
<td>diversity and inclusiveness in analyses and decision making.</td>
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<td>diversity and inclusiveness in analyses and decision making.</td>
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<td>4</td>
<td>Ethics and Corporate Social Responsibility- Foster an</td>
<td>ethical climate in your roles and responsibilities in business</td>
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<td>ethical climate in your roles and responsibilities in business</td>
<td>and society. Understand implications of FCPA (Foreign Corrupt</td>
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<td></td>
<td>and society. Understand implications of FCPA (Foreign</td>
<td>Practices Act).</td>
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<td></td>
<td>Corrupt Practices Act).</td>
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<td>5</td>
<td>Critical thinking- Able to clarify problems, generate and</td>
<td>evaluate alternatives using appropriate analytical and</td>
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<td></td>
<td>evaluate alternatives using appropriate analytical and</td>
<td>quantitative techniques, and draw conclusions. Understand and</td>
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<td></td>
<td>quantitative techniques, and draw conclusions. Understand and</td>
<td>apply business, corporate strategies, Value Chain analysis for</td>
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<td></td>
<td>apply business, corporate strategies, Value Chain analysis</td>
<td>China, India, Brazil.</td>
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<td></td>
<td>for China, India, Brazil.</td>
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<td>6</td>
<td>Effective written communication- submit comprehensive case</td>
<td>reports that are concise, error-free and reflect a thorough</td>
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<td>reports that are concise, error-free and reflect a thorough</td>
<td>understanding of China, India, Brazil.</td>
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<td>understanding of China, India, Brazil.</td>
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<td>7</td>
<td>Effective oral communication- demonstrate proficiency in</td>
<td>written and oral communication. In-class presentations that are</td>
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<td>written and oral communication. In-class presentations that</td>
<td>professionally conducted, are concise, interesting and reflect</td>
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<td>are professionally conducted, are concise, interesting and</td>
<td>a thorough understanding of the China, India, Brazil markets.</td>
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<td></td>
<td>reflect a thorough understanding of the China, India, Brazil</td>
<td>Students will demonstrate effective interpersonal communications</td>
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<td>markets. Students will demonstrate effective interpersonal</td>
<td>skills in a team setting.</td>
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<td>communications skills in a team setting.</td>
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