BUAD 640-01 Business in a Global Economy

Hema Krishnan
krishnan@xavier.edu

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BUSINESS IN A GLOBAL ECONOMY: BUAD 640
Tuesdays 6:00 - 8:30 P.M.; SPRING 2015; Classroom #
Blended class: meets in the Xavier Campus and online (Canvas)

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

Office: 310 Smith Hall

Office Hours: I am available in my office on Thursdays 4:00 p.m.-5:45 p.m.

Online Office Hours: Available on all days (including weekdays and weekends from 10:00 a.m. to 1:00 p.m.). I will respond to your email within 24 hours of receipt.

Please note: I am not available during the period February 28 to March 12, 2015, when I will be out of the country on official work. I will have very limited access to the Internet at this time.

Course description: This is a 3-credit course. It is one of the options available in the “International course” menu in the MBA program, and will fulfill your “International course” requirements (3 credits) upon successful completion.

Course learning outcomes: The learning outcomes for this course appear below:

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

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 and India, 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 book chapters on International Business, power-point presentations, online articles on China and India, video clips on China and India, and Instructor power-point presentations.

Course Format

The course is blended. Seven sessions will be held in the Xavier campus as detailed in the schedule. Attendance is mandatory for these seven sessions. The remaining sessions will be held on-line. The course is structured around lectures supplemented by readings, case analyses, individual reports, media presentations and the development of a comprehensive company-country-specific strategic analysis by each team. Students are required to come prepared and participate in the discussions. Please refer to the class schedule for the pre-reading materials and activities to be carried out in each class meeting.

Time Commitment Expectations

You should plan to invest about 9-10 hours per week on the course, when the sessions are conducted online. You should log in at least three times a week when the sessions are conducted online. 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.

Schedule for face-to-face sessions; All seven face-to-face sessions will be held on Tuesdays from 6:00 p.m. to 8:30 p.m. in the campus on the following dates:
January 13 (First session for this course) Tuesday 6:00 to 8:30 p.m.
January 27 Tuesday 6:00 to 8:30 p.m.
February 17 Tuesday 6:00 to 8:30 p.m.
March 17 Tuesday 6:00 to 8:30 p.m.
April 7 Tuesday 6:00 to 8:30 p.m.
April 21 Tuesday 6:00 to 8:30 p.m.
April 28 Tuesday 6:00 to 8:30 p.m.
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](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

*It lists activities and assignments for each module, with specific deadlines, including times assignments are due. Also, it lists when you will have access to the modules. 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>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Post Responses (5)</td>
<td>10%</td>
</tr>
<tr>
<td>Individual reports (3)</td>
<td>15%</td>
</tr>
<tr>
<td>Team presentations (2)</td>
<td>35%</td>
</tr>
<tr>
<td>Final Team Project comprehensive</td>
<td>40%</td>
</tr>
</tbody>
</table>

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TOTAL: 100%

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Team Projects

Throughout the course, students will be part of a team and be responsible for conducting multiple presentations in class. All work leading to the in-class presentations will be done online. The instructor will assign the members for each team at the beginning of the semester.

Grades A, B, C may be modified by a plus or minus as appropriate, following this scale:

- A      93 - 100%
- A-     90 – 92.9%
- B+     87 - 89.9%
- B      83 – 86.9%
- B-     80 – 82.9%
- C      70 – 79.9%
- D      60 - 69.9%
- F      Below 60%

Attendance Policies

The instructor places great emphasis on interactive learning in this class. Attendance is mandatory for all seven face-to-face sessions unless there are documented medical reasons for an absence.

Viewing Grades in Canvas

Points you receive for scored activities 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 96 hours 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

Late work is not permitted unless you have a documented medical reason for the delay. Timely participation is critical because of its effect on community in a
blended/online course.

Incomplete Policy

If you do complete the course for documented medical reasons, you will be awarded and “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

The discussion boards are created to provide an opportunity for students to actively engage in meaningful conversation on a particular topic or issue. 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 read the prompt, 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 stick to the discussion prompt at hand when posting to a forum.
7. 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.

In the discussion forums you will post assignments and discuss your work with others in the class or in your groups. These are public forums, so whatever is posted can be seen by everyone in the course, including the instructors. 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:


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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, re-published, 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 topic of strategic leadership, 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 and Kenya. 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 30 articles in premier journals of business. Hema teaches International Management, Strategic Management, Strategic Leadership, and Global Strategic Thinking.
<table>
<thead>
<tr>
<th>Course Name: BUAD 640: Business in a Global Economy: Emerging Markets. It is a Blended Course</th>
<th>Seven face-to-face sessions-Tuesday 6-8:30p.m. Jan 13, Jan 27, Feb 17, March 17, April 7, April 21, 28</th>
<th>Attendance in class required on: January 13, 27, February 17, March 17, April 7, April 21, April 28</th>
</tr>
</thead>
</table>
| **Module 1**  
January 13, 2014  
In-class meeting | Module Objectives | Activity  
(How students will learn the Content) |
| Introduction to Global business | Understand the trends in the global business environment. Understand how the China market is different from the U.S. market, EU, and other Asian and emerging markets | First session: face to face interactions. |
| **Module 2**  
On-line session | | |
| Introduction to Global business | Develop and apply - how the China market is different from other markets. | Second session: Online discussion board; Individual report. Instructor will summarize broad themes. |
| **Module 3**  
January 27, 2014  
In-class meeting | a. Global Perspective-Design, develop and present a macro environment analysis for the China market.  
b. Cultural diversity-Understand and apply Hofstede’s cultural dimensions to China. | Individual readings; Team discussions, on-line group work with consultation with instructor. Face-face setting: Student teams will present in-class, the macro environment analysis of China. Instructor will review the presentations and provide feedback. |
| China: Macro environment Analysis | | |
| **Module 4**  
On-line session  
India- Macro Environment Analysis | Develop and apply - how the India market is different from the U.S. market, EU, and other Asian and emerging markets. | Online discussion board; Instructor will summarize broad themes. |
| **Module 5**  
February 17, 2014  
In-class meeting | | |
<table>
<thead>
<tr>
<th>Module 6</th>
<th>Global Perspective—Design, develop and present a comprehensive macro environment analysis for the India market.</th>
<th>In a face-to-face setting, students will learn from one another, and from the instructor’s review of presentations—student presentations on the retail industry in India.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online session</td>
<td>Understand Value chain analysis: Business and Corporate Strategies. For China market; for India market</td>
<td>Online setting: Individual readings. Students will participate on “Discussion Board” and learn from one another. Instructor will review the discussions and provide feedback.</td>
</tr>
<tr>
<td>Value-Chain analysis</td>
<td></td>
<td></td>
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<tr>
<td>Module 7</td>
<td>March 17, 2014</td>
<td>In-class session</td>
</tr>
<tr>
<td>In-class session</td>
<td>Understand, develop and apply Value chain analysis for China and India market: Operations, Marketing, Logistics.</td>
<td>Face to face setting: Individual readings. Students will learn from one another. Instructor will review the case presentations and provide feedback.</td>
</tr>
<tr>
<td>Value-Chain analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Module 8</td>
<td>On-line session</td>
<td>Online setting; Individual readings. Students will participate on “Discussion Board” and learn from one another. Instructor will review the discussions and provide feedback.</td>
</tr>
<tr>
<td>Value-chain analysis</td>
<td>Understand, develop and apply value chain analysis: Role of Legal and HRM.</td>
<td></td>
</tr>
<tr>
<td>Module 9</td>
<td>April 7, 2014</td>
<td>In-class session</td>
</tr>
<tr>
<td>In-class session</td>
<td>Design, develop a Comprehensive Internal analysis includes: entire value chain analysis</td>
<td>Face to face setting. Instructor will review the student reports and provide feedback. The students will perform an informal comprehensive analysis</td>
</tr>
<tr>
<td><strong>Module 10</strong></td>
<td>Understand and apply Sustainability concepts to China and India</td>
<td>Online setting; Individual readings. Students will participate on “Discussion Board” and learn from one another. Instructor will review the discussions and provide feedback.</td>
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<tr>
<td><strong>On-line session</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Modules 11 and 12</strong></td>
<td><strong>April 21 and April 28</strong> <strong>In-class sessions</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Final team presentations</strong></td>
<td></td>
<td>NA. Comprehensive. All SLOs will be applicable to the project presentations.</td>
</tr>
</tbody>
</table>

Over two face-to-face settings; All students are expected to attend the session and participate in a Q/A at the end of each team presentation.