Faculty Committee on Graduate and Continuing Education

Proposal for a New Graduate Course

Department: Marketing and Supply Chain Management
Graduate Program: Master of Business Administration

Course Number & Title: MBAD 520 – Global Enterprise
Total hours/week: 42 hours/ 7 hours per week for 6 weeks
Number of Credits: Lectures: 3 Lab: ___

Will this course be cross-listed with an undergraduate or other graduate course? □ YES □ NO

If yes, please complete an attach to this proposal a Permission to Cross-List a Graduate Course form.

Course will first be offered: Fall 2010

Catalog description (Please limit to 50 words):
This course focuses on the four functional areas of global enterprise: International Marketing, International Management, Supply Chain Management, and International Finance. By emphasizing the mechanisms and tools needed by businesses operating in the global area, students will develop an understanding of the skills and tools needed to operate globally.

Prerequisites (or other restrictions):
none

Rationale/justification for course (consider the following issues):

a. What are the goals and objectives of the course?

The goal of this course is to provide MBA students with a theoretical understanding of global commerce and give them a familiarity with global resources. Students will develop relevant international analytical trade skills and will learn what is needed to operate a business in the international arena.

How does the course support the mission statement of the department and the organizing principles of the graduate program?

This course supports the mission statement of the School of Business and Department of Marketing and Supply Chain Management by creating and facilitating an educational experience for our MBA students that offers them the knowledge and skills necessary to be lifelong learners and managers in the global economy.

If more space is needed for any section, please attach additional sheets to this form.
Are other departments affected by this course? □ YES  XXX NO
(Please attach letters of support from the chairs of each department indicating the Department has discussed and supports the proposal.)

Is this course part of a joint program? □ YES  XXX NO  If yes, at what institution?

Method of teaching:

Lecture, videos, discussion, cases,
Proposed changes

a. Address potential enrollment pattern shifts in the Department or University-wide as it relates to the offering of this course

None

b. Address potential shifts in staffing of the departments as it relates to the offering of this course.

None: this course will be taught in-load by existing marketing faculty

Requirements for additional resources made necessary by this course. (Note: course requiring additional resources will need special justification.)

a. Staff

None

b. Budget

None

c. Library

None

Attach course syllabus, reading list, or any additional documentation that can help the committee evaluate this proposal. A syllabus is mandatory.

Signature of Program Director: ____________________________ Date: 12-1-09
Signature of Department Chair: ____________________________ Date: 12/1/09
Additional Chair's Signature*: ____________________________ Date: __________________
Signature of Schools' Dean: ____________________________ Date: 12/1/09
Additional Schools' Dean Signature*: ____________________________ Date: __________________
Signature of the Provost: ____________________________ Date: 13/7/2009
Signature of Budget Director**: ____________________________ Date: __________________

*For interdisciplinary courses.  **Business Affairs Office

Return form to the Graduate School Office for Further Processing

Signature of Chair of the Faculty Committee on Graduate and Continuing Education

Signature of Chair of Grad Council: ____________________________ Date: 12/18/09
Signature of the Faculty Secretary: ____________________________ Date: __________________

If more space is needed for any section, please attach additional sheets to this form.
COURSE SYLLABUS
MBAD 520 Global Enterprise

Instructor
Office
Office Hours
Contact Details
Course Overview

This course focuses on the four functional areas of global enterprise: International Marketing, International Management, Supply Chain Management, and International Finance. By emphasizing the mechanisms and tools needed by businesses operating in the global area, students will develop an understanding and skills and tools needed to operate globally.

- To examine the theory and practice of global commerce
- To gain an understanding of global business environment
- To evaluate specific import and export opportunities and challenges
- To develop a familiarity with the tools needed to by global enterprises
- To acquire practical knowledge of and experience with the methods and means used in global commerce and enterprise

This course satisfies the following School of Business learning goals:

- **Global Awareness**: Students will recognize and examine the global implications of business decisions while evaluating and integrating innovative applications of these implications utilizing relevant discipline specific knowledge.

- **Problem Solving Ability**: Students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the business environment and apply analytical techniques to formulate creative solutions utilizing relevant discipline specific knowledge.

- **Professional Leadership**: The course is a hands-on course where students are expected to apply what they learn in class and class discussions to case studies. Analysis of cases will normally be done as a small group exercise and mirrors the real world work environment where students must be prepared to work as a team. Successful completion of the course will entail the student having grown in several areas that cultivate leadership, including active listening, flexibility in thought processes and effective communication.

- **Ethical Awareness**: Students will recognize and be able to appraise ethical dilemmas involved in business decisions and competently engage in discourse aimed at resolution of these dilemmas utilizing relevant discipline specific knowledge.

- **Effective Communications**: Students will write professional documents that are technically correct and concise and make effective presentations utilizing technological tools and ability utilizing relevant discipline specific knowledge.

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ACADEMIC INTEGRITY AND THE COLLEGE HONOR CODE: All students are expected to adhere to the College of Charleston Honor Code. Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved. Violations of the honor code will result in an automatic failure of this class. The following paragraphs contain additional information as per College of Charleston guidelines.

Incidents where the instructor determines the student’s actions are clearly related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed by both the instructor and the student will be forwarded to the Dean of Graduate Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Graduate Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission-- is a form of cheating. Unless the instructor specifies that students can work together on an assignment and/or test, no collaboration is permitted. Other forms of cheating include possessing or using an unauthorized study aid (such as a PDA), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/general/documents/handbook.pdf.

Students should pay particular attention to the rules on plagiarism. Those found in violation of the honor code will receive an F in the course. All written work is to be turned in electronically to http://www.turnitin.com by 5 p.m. of due date. Late assignments will not be accepted.

If more space is needed for any section, please attach additional sheets to this form.

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Required Reading (example of course readings and cases)

Books/booklets


Articles


Pisano, G and Smith, G (2009), Restoring American Competitiveness, Harvard Business Review, (July-August)


Cases


Videos

The Age of Walmart (CNBC)
The Real Story Behind the Real Thing (CNBC)
International Business Ethics (Depaul University)
Following the Bribery Trail – Siemans (Frontline)
International Trade Terms and Contracts (utube)
Counter Punch Counterfeiters (CNBC)

Week One – Introduction to Global Commerce and Enterprise
Week Two – Global Management - Strategy
Week Three – Global Management – Management Culture and Human Resources
Week Four – Global Management – Corporate Social Responsibility
Week Five – International Marketing - The Marketing Environment
Week Six –International Marketing – Political, Legal, and Regulatory Differences
Week Seven – International Marketing – Products and Pricing Decisions
Week Eight – International Marketing – Pricing and Budgeting Practices and Promotion
Week Ten – International Supply Chain Management –Global Sourcing, Transportation, Intermediaries and partners
Week Eleven – International Supply Chain Management – Documentation and Country Risk Assessment
Week Twelve – International Supply Chain Management –Customs Management
Week Thirteen – International Trade Finance – Foreign exchange and commercial risk and risk assessment
Week Fourteen – International Trade Finance – methods of payment

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Course Prerequisites

None

Deliverables

The following deliverables will be used to calculate your final grade for the course.

- Exams (2 @ 25%) 50%
- Group Case(s) Presentation 30%
- Class Participation 20%

Exams: There will be two exams. Each exam will include content covered in class and/or readings.

Group Case Presentation: In teams, students will present a case analysis and lead the class in a discussion of the case. Specific guidelines will be discussed prior to group presentation.

Class Participation: Attendance is not synonymous with class participation. Students are expected to come to class prepared for discussion. Student response systems might be used to determine whether a student has read the material and is prepared for class discussion. This, together with the actual comments made and questions asked, will be the basis for the class participation grade. All students are expected to join in and contribute to the class discussion.

ATTENDANCE POLICY: Attendance is mandatory. If a student misses 3 class periods, 10 points will be deducted from the final grade for each class missed. Late arrivals and early departures will count as absences. Four absences will result in an automatic “F”. Further, students will be responsible for anything missed in the lectures.

CELL PHONES AND OTHER ELECTRONIC COMMUNICATION DEVICES: The use of cell phones and other types of electronic communications devices in the classroom is prohibited. In the past, students have complained that the ringing of cell phones is a major distraction. Out of consideration for the rights of your fellow students, please turn all cell phones off. Likewise, text-messaging, emailing, and other forms of communication with students outside of the classroom is distracting to the professor. When students communicate electronically with others outside of the classroom, they are not engaged in the class lectures and discussions and are “mentally” absent. Any student who uses a cell phone or communicates electronically with others outside of the classroom will be asked to leave and counted absent.

Students with documented disabilities who may need academic accommodation should discuss this with me as soon as possible.

Grading

<table>
<thead>
<tr>
<th>Total Percent</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>90.000 – 100%</td>
<td>A</td>
</tr>
<tr>
<td>85.000 – 89.999%</td>
<td>B+</td>
</tr>
<tr>
<td>80.000 – 84.999%</td>
<td>B</td>
</tr>
</tbody>
</table>

I - Incomplete
W - Withdrawal
XF – Academic dishonesty failure

If more space is needed for any section, please attach additional sheets to this form.

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<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>75.000 – 79.999%</td>
<td>C+</td>
</tr>
<tr>
<td>70.000 – 74.999%</td>
<td>C</td>
</tr>
<tr>
<td>0.000 – 69.999%</td>
<td>F</td>
</tr>
</tbody>
</table>