

Syllabus for Global Competitiveness Bus 671 Winter 2018

Topics Covered:

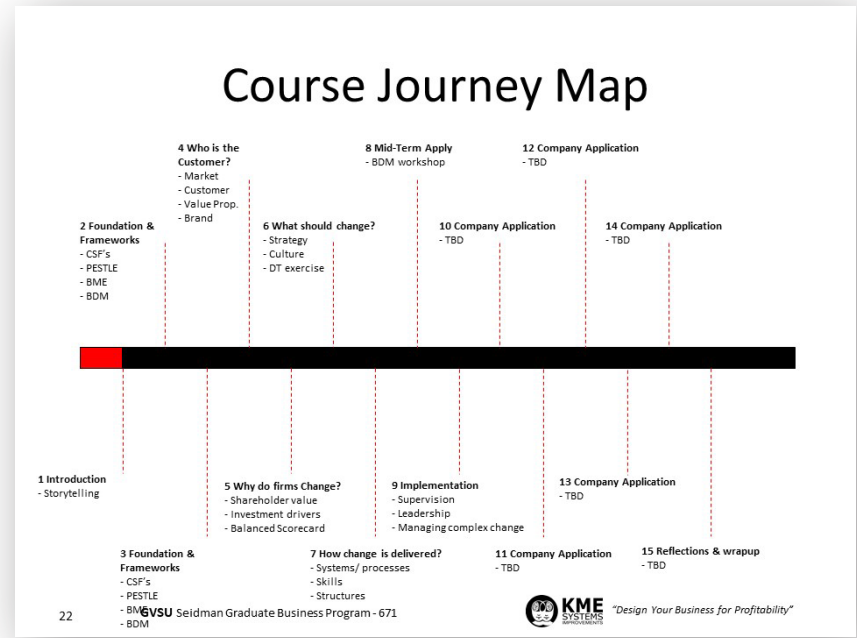
- Global Market & Competition Understanding
- Understanding Global Customer Behavior & Global Company Culture
- Strategy Formulation through Value Proposition Definition
- Shareholder expectations through the Balanced Scorecard
- Open business model systems components for global companies - strategy, processes, organization structures, skill and governance performance
- Business model prototyping
- Implementation & Leadership Behaviors - Complex Change, Situational Leadership, Heron's journey storytelling as a metaphor to work effectively with people of other cultures

Instructor Contact Information:

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THE POWER OF STORYTELLING

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Course Description:

Global Competitiveness explores how firms become global and sustain their global position. For many firms, selling in home markets no longer guarantees success. Internationalization focuses affect a firm's ability to establish and conduct business in foreign markets. This course covers the emergence of traditional business practice with human-centered design programs so that the student can develop the knowledge and skill needed to understand how firms can be managed in domestic & foreign business environments and to work effectively with people of other cultures.

Course Objectives:

After successful completion of the course, students will be able to...

1. Discuss theories of international trade and foreign direct investment
2. Compare and contrast different international environments and markets
3. Demonstrate knowledge of global issues affect international business
4. Write about how business expands and how to operate business internationally
5. Demonstrate cross-cultural competence dealing with people from other countries

Skills Emphasized:

Global competitiveness explains why an organization would want to compete globally, what value proposition they need to provide to compete in the global marketplace, how they can ensure the value proposition is successful and sustainable in the global marketplace and what obstacles they need to be aware of as they implement their global strategies.

- Understand the criterion that enable firms to be successful in the global marketplace through a comparison and contrast of successful & unsuccessful global firms.
- Develop students awareness of various business frameworks, situations & issues that affect a firm's decision to work globally.
- Develop students ability to use business problems with business frameworks so that they can see the probability of firm success by company globally.
- Apply and articulate the various frameworks to case studies, articles and situations presented throughout the course.

Suggested Readings & Cases:

- Various assigned articles and cases from periodicals such as Harvard Business Review, Fast Company, Fortune, Forbes, etc.
- Various assigned Business, YouTube videos and other media sources.

Methods of Evaluation:

1. Attendance, active class participation, discussions on readings, & final review reflections 20%
2. Written reports based on analyses of case studies & articles relevant to global competitiveness 20%
3. Team assignments - specific topics, international global case studies 20%
4. Written critiques of group presentations 10%

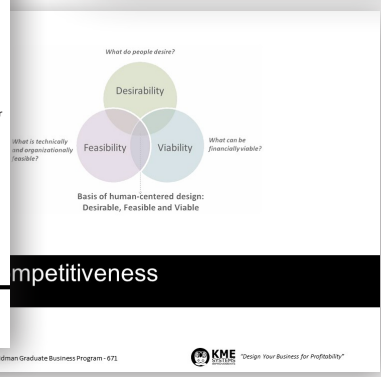
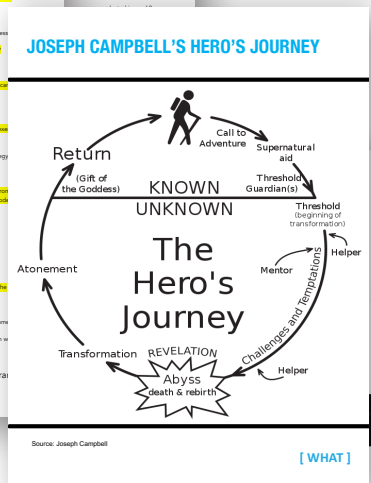
Other evaluation methods:

- Absence - all planned absences need to be communicated prior to the class. Absences will be approved at the discretion of the instructor. More than 2 absences will result in 1 letter grade lower than scored evaluation above.
- Late Assignments - all late assignments, past the designated date & time will receive a 10 percent reduction in total points for each 24-hour period it is late.

Grading Scale:

93-100%	A+
90-92%	A
87-89%	A-
83-86%	B+
80-82%	B
77-79%	B-
73-76%	C+
70-72%	C
67-69%	C-
63-66%	D+
60-62%	D
57-59%	D-
53-56%	F

MBA Graduate Program



Adjunct e.MBA Faculty

Teach executive graduate students from all industries, business design, global competitiveness and emerging leadership principles focusing on strategy, design thinking, innovation, lean value chain & service design, balanced scorecard, project & change management, governance, measurement & situational leadership.