

FORM I - SUMMARY PAGE FOR PROPOSAL # (COBA-G-LIB)

1. Title: Requesting new courses and name change for existing courses in order to start a new major (concentration) for the BBA degree, the new concentration is known as Global Logistics and International Business (G-LIB)

2. Submitting College: College of Business Administration

3. Department(s) Generating the Proposal: College of Business Administration

4. Effective Date: Summer 2011

5. Brief Summary of Proposal: We are starting a new Major (concentration) and a Minor in global logistics and international business. For this new major, we would like to offer few new courses, and also proposing to change the name of few existing courses in marketing, and management. We also want to change the name of courses by adding certain contents that are relevant to the proposed name change. This way we could effectively use the existing resources without introducing all new courses.

6. Type of Proposal:

- New Program
- Program Change
- Course Change Only

7. Graduate School Endorsement Status:

8. Impact on Library Holdings:

- Existing: None
- Additional: None
- Deletions: None

9. Impact on Existing Programs: None

10. Additional Resources Required:

- A. Personnel: One faculty in the area of Logistics and Supply Chain
- B. Non-Personnel: None

11. Approvals:

- Department Faculty Date 02/08/2010
- College Faculty Date 02/24/2010
- Vice President for Academic Affairs Date _____
- Curriculum & New Programs Committee Date _____
- Faculty Senate Date _____
- University Faculty Date _____

FORM V - PROGRAM CHANGE PAGE FOR PROPOSAL # COBA-G-LIB

A. 1. Program Name: Global Logistics and International Business

A. 2. Type of program: Both Major and Minor

B. Catalog Description: Global Logistics and International Business (G-LIB) is a blend of Operations, Logistics, and Supply Chain from a global perspective in combination with International Business. Half of the courses in G-LIB major will have a focus on Logistics and Supply Chain, and the remaining half will focus on International Business. Three unique highlights of this major is: 1) a required study abroad course where students will be taken on a 2 week tour to one of the three Asian (China, India, or South Korea) countries; 2) a mandatory business language course; 3) Students field trips to corporate companies in and around Savannah and the State of Georgia for the majority of the courses offered.

C. Rationale: The City of Savannah is home to 4th largest sea port in United States, with more than 100 logistics and transportation companies, with several distribution centers and warehouses, and most importantly the Port of Savannah. These companies hire students from all over the country, including graduate students from GA-Tech, and Georgia Southern University. None of the colleges or universities in and around Savannah has a concentration in undergraduate level that is provided in Logistics or Supply Chain or International Business. COBA at Savannah State University is making an attempt to establish a new program in this area to get the students trained in this program. We think the job prospects, or higher education prospects for the students graduating from this program are immense.

D. Resource Statement: In order for this program to work we need an additional faculty member in Logistics and Supply Chain Management area.

E. *Existing* courses *required* for completion of program (provide course # and title):

- **International Business Marketing and Export Management (MKTG 4179)****
- **Elementary Chinese I (CHIN 1001)****
- **International Business Management (MGNT 4168)****

F. *New* courses *required* for completion of program: Form II attached for every new course

- **Global Operations Management****
- **Business Strategies for Emerging Markets****
- **Global Business Logistics****

G. *Existing* courses which can be used as *electives* in program: None

H. *New* courses which can be used as *electives* in program:

- International Transportation and Carrier Management
- International Strategic Management
- International Trade Theory and Policy

I. Deletion of *existing required* courses: None
[Attach Form III for each course]

J. Deletion of *existing elective* courses: None

[Attach Form III for each course]

- K. Changes to *existing* courses: **Form IV attached only for the first course**
- Global E- Business (requested for course change from E-Marketing, MKTG 3179)
 - Global Supply Chain Management (requested for course change from Supply Chain Management, MGNT 3190)*
- L. Admissions Requirements: Same as the general BBA degree
- M. Additional Program Requirements: None
- N. 1. Number of *required* credits: 24 total
- N. 2. Number of *elective* credits: 9 total (3 required for graduation)
- O. Other Information:

**Global Supply Chain Management course change request has been already placed by the Management faculty, in order to avoid the duplicity of requests we have not included the form here.*

****Please note that the courses listed in bold are the courses that are required to be completed as part of Minor in G-LIB.**

FORM II - COURSE ADDITION FORM FOR PROPOSAL # COBA-G-LIB

A. Course Number: GLIB 3195

B. Course Title: Global Operations Management

C. Catalog Description:

Every organization has several functional areas (marketing, operations, finance, human resources, etc.) and different members (suppliers, manufacturers, buyers, sellers, etc.). This course focus on how to make a decision when most of its members are global, and how does it affect several functional areas, how can a systems perspective help under this situation. This course will help in understanding those key dimensions, and how global operations differ from local operations. The course will primarily look at three aspects: i) global operations and logistic strategy; ii) global operations and logistics planning; iii) effective management of global operations and logistics. The course will also cover several case studies related to each of these aspects.

D. Rationale:

This is a new course and is necessary building block for the understanding of Logistics and Supply Chain Management. Currently this kind of course is not offered in COBA or Savannah State University.

E. Impact on Library Holdings:

- i. Existing: None
- ii. Additions: None
- iii. Deletions: None

F. Credit Hours: 3

G. Prerequisites:

BUSA 2182 (Business Statistics) and MNGT 3185 (Operations Management) with a grade of "C" or better.

H. Syllabus (attach copy): Attached

I. Similarity to, or Duplication of, Existing Courses: None

J. Textbook Selection (include title, author and ISBN#):

- a. Global Operations and Logistics, Dornier, Ernst, Fender and Kouvelis, John Wiley, 1998, ISBN: 978-0-471-12036-0

K. Grading (letter grade, pass/fail, S/U etc.): Letter grade

TITLE:

- Global Operations Management
- GLIB 3195, 3 credits
- Every Summer

CLASS MEETING SCHEDULE:

- Twice a week (if the class is for 1.5 hrs every contact), or once a week (if class is for 3hrs every contact)

CLASS LOCATION:

- Howard Jordan Business Building

PROFESSOR:

- Name: Suman Niranjana
- Office address: 209 Howard Jordan
- Telephone number: 912-358-3424
- E-mail address: niranjans@savannahstate.edu
- Office Hours: 10 hours a week (TBA)

COURSE DESCRIPTION:

The world is becoming more and more a global market place. Nobody will dispute the fact that operations are becoming increasingly international or even global in nature. Global operations can refer to, among others, global sourcing, to having manufacturing or service or R&D facilities world-wide, or to supplying global markets, each of which have very different ramifications. Management of operations and logistics in global firms differs from their domestic counterparts on several key dimensions. Every organization has several functional areas (marketing, operations, finance, human resources, etc.) and different members (suppliers, manufacturers, buyers, sellers, etc.). This course focus on how to make a decision when most of its members are global, and how does it affect several functional areas, how can a systems perspective help under this situation. This course will help in understanding those key dimensions, and how global operations differ from local operations. The course will primarily look at three aspects: i) global operations and logistic strategy; ii) global operations and logistics planning; iii) effective management of global operations and logistics. The course will also cover several case studies related to each of these aspects.

PREREQUISITES:

BUSA 2182 (Business Statistics) and MNGT 3185 (Operations Management) with a grade of “C” or better.

COURSE OBJECTIVES:

At the end of this course students should be able to understand the following:

- i) Able to understand the state of the art of strategic management thinking that applies to firms with global operations and logistics functions
- ii) Able to analyze operations and logistics problems on a functional, business, and company wide basis,
- iii) Understanding the key criteria’s utilized in multinational location site selection, global facilities

- configuration, and international sourcing networks development
- iv) Become acquainted with the realities of operating different types of production/distribution firms
 - v) Examine in which way each industry is international, what are the corresponding challenges, and how can we deal with these challenges.

REQUIRED TEXT AND SUGGESTED MATERIALS:

Required text book:

Global Operations and Logistics, Dornier, Ernst, Fender and Kouvelis, John Wiley, 1998, ISBN: 978-0-471-12036-0

Suggested Reading (Optional):

Operations Management, 10th edition by W. J. Stevenson, McGraw-Hill Irwin, 2009, ISBN: 0-07-728409-7

PEDAGOGICAL APPROACH:

This course will consist of a mix of lectures, discussions, and presentations. Assignments comprise of end of chapter questions, end of the chapter mini-cases, and readings.

Ethical Perspectives: During the course, ethical issues will be discussed wherever they are applicable. There are different ways of looking at ethical issues. In business, people subscribe to a variety of ethical standards formulated on the basis of different frameworks. The main purpose of business ethics is to enable business employees to negotiate their ethical dilemmas and conduct business in a wholesome way.

Student Conduct and Classroom Policies:

1. Students are required to turn off their cellular phones and pagers in the classroom.
2. Class attendance is required. Please be on time for class.
3. Cheating, or other academic misconduct, will not be tolerated. Violators will be dropped from the course and receive a grade of “F” for the semester.
4. Students are expected to exhibit ethical conduct in performing their assignments and examinations. All assignments and examinations are expected to be individual efforts and not group efforts.
5. Students are expected to read, be familiar with and adhere to University regulations. Students are expected to complete reading assignments prior to the lectures/discussions and to participate in the learning process.
6. Students are responsible for all materials assigned and presented in class. Class participation is expected to facilitate learning objectives.
7. Late work: All assignments must be turned in on the due date. There are exceptions for sickness and death. A doctor, a funeral director, etc must document these incidents.
8. A student may drop this course without penalty by withdrawing on or before the “Last Day to Drop a Class” date.

Special Accommodations: If you need special accommodations due to a documented disability, please see me the first week of classes in my office.

GRADE DETERMINATION:

There will be one Final Exam, which will be a take home exam. The final grade will be determined as follows:

Three Exams (Total)	60%
Assignments	15%
Case-Write up's	15%
Case Discussion	10%
	<hr/>
	100%

Grade Distribution

90-100	= A
80-89	= B
70-79	= C
60-69	= D
< 60	= F

Case Discussion on e-learning:

Some of the mini-cases in the textbook will be discussed on the e-learning. Every student will have to post at least one question on e-learning (maximum of two questions). Every student will have to provide answers to at least two questions (providing answers to more than two are welcome). A thread will be created by the instructor for each case discussion; there will be a minimum of three case-discussions.

Assignments:

Students are expected to do homework in order to master the concepts reviewed throughout the course. Homework assignments will be graded for completeness, not necessarily correctness. Homework assignments shall be legible and neatly printed; please only write your homework in pencil, or blue or black ink. Homework assignments do not require typing (but is recommended).

Case write-ups:

Each individual case-study accounts for a different percentage of your final grade. The write-up of the case will be due in the beginning of the session in which we discuss that case. In the write-up: briefly analyze the case and answer the case questions, apart from answering the questions, you should add a page on "What do I learn from this? Where else can I apply these learning's? What obstacles might be there etc." at the end of the report. Feel free to focus on your current/past/future job or internship experience for the latter part of the report. The write-ups cannot exceed 8 pages (double-spaced) plus any exhibits, plus one page for "What do I learn" section. The analysis should be very short and to-the point, and carefully justified with whatever analytical or conceptual framework or additional data you feel is appropriate. Feel free to use additional relevant information from your own experience about industry, the company, and/or the geographic region (whichever is relevant for the case) than is provided for the case itself.

Exams:

All the exams will be in class, and all the questions will be multiple-choice. The dates for the exam are provided in the schedule.

Academic Integrity

Students will be expected to adhere to the Savannah State University guidelines. In particular, if plagiarism is detected in the exams, strict disciplinary action will be taken.

Special Accommodation

Special provisions will be made for students with disabilities, in accordance with the Savannah State University guidelines.

The Course Tentative Outline

Week**	Topics	Reading Assignment	
1	Global Operations and Logistics: Evolution and Design	Chapter 1	
2	The Strategic Frame Work	Chapter 2	HW 1 Due
3	The Globalization of Operations Strategies	Chapter 3	
4	Supplier Network Development	Chapter 5	HW 2 Due
5	Case-Study Session 1 & Exam 1	Case-Studies related to this session*	
6	Physical Distribution	Chapter 6	
7	Global Supply Chain Management	Chapter 7	HW 3 Due
8	Logistics Network Design for Global Operations	Chapter 8	
9	Case-Study Session 2 & Exam 2	Case-Studies related to this session*	
10	Risk Management in Global Operations	Chapter 9	HW 4 Due
11	Information Management for Global Logistics	Chapter 10	
12	Performance measurement and Evaluation in Global Logistics	Chapter 11	
13	Global Marketing Strategies	Chapter 4	HW 5 Due
14	Case-Study Session 3	Case-Studies related to this session*	
15	Final Exam	Chapters 1-11	

* These case-studies will be from the chapters covered before the session, and from the textbook

** For summer each week is equivalent to one class, since the duration of each class is 3 hours

FORM II - COURSE ADDITION FORM FOR PROPOSAL # COBA-G-LIB

A. Course Number: G-LIB 2109

B. Course Title: Business Strategies for Emerging Markets

C. Catalog Description:

This course is tailored to students pursuing an international career in economic development, international business, or entrepreneurship in developing regions, including social ventures. The course draws on economic development theory, business cases, and project evaluation techniques (market analysis, finance) to provide a holistic view of the role of business and technology in sustainable economic development. The course will discuss pertinent business cases from developing countries (in Latin America, Africa, and Asia) to illustrate key concepts, utilizing examples from diverse economic sectors such as telecommunications, renewable energy, information technology, and agriculture.

D. Rationale: This course is required for students visiting abroad. The business context from the developing countries point of view is required. Currently this type of course is not offered in COBA or Savannah State University.

E. Impact on Library Holdings:

- i. Existing: None
- ii. Additions: None
- iii. Deletions: None

F. Credit Hours: 3

G. Prerequisites:

Open to any one

H. Syllabus (attach copy): Attached

I. Similarity to, or Duplication of, Existing Courses: None

J. Textbook Selection (include title, author and ISBN#):

The materials used in the course will be a combination of academic (business-based) papers and popular press articles (mostly from The Economist, Business Week, etc.). Please refer the syllabus to see exactly what is used for the course.

K. Grading (letter grade, pass/fail, S/U etc.): Letter Grade

L. Bibliography: None

TITLE:

- Business Strategies for Emerging Markets
- GLIB 2109, 3 credits
- Offered every Fall

CLASS MEETING SCHEDULE:

- Twice a week (if the class is for 1.5 hrs every contact), or once a week (if class is for 3hrs every contact)

CLASS LOCATION:

- Howard Jordan Business Building

PROFESSOR:

- Name: Anshu Saxena Arora
- Office address: 236 Howard Jordan
- Telephone number: 912 358-3387
- E-mail address: aroraa@savannahstate.edu
- Office Hours: 10 hours a week (TBA)

COURSE DESCRIPTION:

This course is tailored to students pursuing an international career in economic development, international business, or entrepreneurship in developing regions, including social ventures. The course draws on economic development theory, business cases, and project evaluation techniques (market analysis, finance) to provide a holistic view of the role of business and technology in sustainable economic development. Students will learn and apply conceptual frameworks and practical tools that will help them in their international careers. The course will discuss pertinent business cases from developing countries (in Latin America, Africa, and Asia) to illustrate key concepts, utilizing examples from diverse economic sectors such as telecommunications, renewable energy, information technology, and agriculture.

PREREQUISITES:

Open to any one

COURSE OBJECTIVES:

At the end of this course you should be able to understand the following:

- Key issues and concepts associated with emerging markets, especially the three focal countries (India, China, and South Korea).
- Application of these concepts to business situations will be a vital skill gained.
- Develop an appreciation for the increased globalization of business, along with the competitive complexities and managerial challenges of operating in a global business environment where emerging markets are expected to become dominant in the not too distant future.

REQUIRED TEXT AND SUGGESTED MATERIALS:

The materials used in the course will be a combination of academic (business-based) papers and popular press articles (mostly from The Economist, Business Week, etc.). The academic material will cover the main business studies in this field. The magazine articles are aimed at providing a real-world context for the topics covered in the academic work. In addition, a few HBS cases will be used to allow for more in-depth analysis of actual firm level decisions.

There is no required textbook for this course. All the academic materials and articles are available online via e-learning. Instructor will discuss access to HBS cases in class.

PEDAGOGICAL APPROACH:

The lectures/discussion sessions will present key concepts to motivate students to think critically about doing business in the emerging (and critical) developing markets using established theoretical frameworks. Cases will be a mechanism to apply course material (written documents and discussion material) to relevant contemporary business issues. Guest speakers will supplement academic material with industry based examples. The final paper will draw together the course content into a thoughtful contemplation of an observable issue related to the developing markets.

Ethical Perspectives: During the course, ethical issues will be discussed wherever they are applicable. There are different ways of looking at ethical issues. In business, people subscribe to a variety of ethical standards formulated on the basis of different frameworks. The main purpose of business ethics is to enable business employees to negotiate their ethical dilemmas and conduct business in a wholesome way.

Student Conduct and Classroom Policies:

1. Students are required to turn off their cellular phones and pagers in the classroom.
2. Class attendance is required. Please be on time for class.
3. Cheating, or other academic misconduct, will not be tolerated. Violators will be dropped from the course and receive a grade of "F" for the semester.
4. Students are expected to exhibit ethical conduct in performing their assignments and examinations. All assignments and examinations are expected to be individual efforts and not group efforts.
9. Students are expected to read, be familiar with and adhere to University regulations. Students are expected to complete reading assignments prior to the lectures/discussions and to participate in the learning process.
10. Students are responsible for all materials assigned and presented in class. Class participation is expected to facilitate learning objectives.

11. Late work: All assignments must be turned in on the due date. There are exceptions for sickness and death. A doctor, a funeral director, etc must document these incidents.
12. A student may drop this course without penalty by withdrawing on or before the “Last Day to Drop a Class” date.

Special Accommodations: If you need special accommodations due to a documented disability, please see me the first week of classes in my office.

GRADING

• Group Assignments:	Percent
• Case Presentation & write up	25
• Case Critique/ Discussion	15
• Critical Issue Identification	5
• Individual Assignments:	
• Concept Integration Paper	30
• Case Write ups	15
• Class Contribution	10

Grade Distribution

90-101	= A
80-90	= B
70-80	= C
60-70	= D
< 60	= F

Critical Issue Identification (5 points)

Utilizing available research resources, identify the top 5 most critical issues regarding the focal countries of the company in your case study (so if your company is emerging from India, do India; if your company is entering China, do China). This can include internal issues, such as healthcare management or incidence of tobacco use of the population (if this is a major issue), or externally oriented issues like the declining value of the Rupee. Essentially, you are looking for the things you must know before doing business with companies from, or if you are company entering into this market.

Case Analysis & Presentation (25 points)

A case presentation and write up will be prepared as part of a group. A basic case outline will be provided, but it is up to the discretion of the lead group as to the best means of presentation of the material. One major caveat: all material should flow from each other, i.e., alternatives should be completely considered and derived from the situation analysis, recommendations should be derived from the alternatives! Recommendations should be realistic and include a plausible approach for implementation, including timing. The write up should be 3-5 pages, and the presentation should not exceed 45 minutes.

Case Critique (15 points)

Once the lead presentation is completed, there will be a brief break and then the critique group will have 15-20 minutes to present a critique of the first group's presentation. The critique should include material the group believes was not covered well, alternative solutions not considered by the original presentation, as well as questions for the presenting group. Material prepared in advance by the critiquing group should provide ample basis to perform this analysis effectively. The critiquing group will lead the class discussion with the floor then opened to non-presenting groups for questions. All non-presenting groups will be required to ask at least 1 thoughtful question of the presenting group. This will be strictly enforced, with deductions taken for groups not fulfilling this requirement.

Concept Integration Paper (30 points)

A course paper is intended to stimulate thinking and the integration of knowledge about the countries and concepts covered in the course. This project will be conducted in an individual format. A separate handout with more information about the course paper will be provided.

Case Write Ups (15 points)

Each student who is not either presenting or critiquing a case will submit a 1 page write up of the case. The first paragraph will summarize the case and the critical issue. The next paragraph should consider alternatives and the implications. A final paragraph will recommend a particular direction, and explain why this is the best choice. Follow up or other interesting information can be added to provide further value. These assignments should be single spaced, with one inch margins, and include the case title and your name at the top of the page. *groups of up to 3 people can work together on these assignments. If this option is chosen, the write up must be uploaded on all 3 students' assignment space on e-learning*

Class Participation (15 points)

Involvement includes regular attendance, contribution to class discussion, and demonstrated interest in the course. As class participation leads to significant cross-fertilization of ideas, regular attendance is encouraged and expected. You should be familiar with the material to be covered that class period and prepared to discuss effectively. Further, posting current event articles to share with classmates online, with thoughtful points or questions for discussion will be viewed favorably, as will responses or discussion to these posts. Quality of class contribution will weigh more heavily than quantity – just because you have a lot to say does not mean it adds value to the class discussion. Class participation will be used to modify grades at the discretion of the professor. Caveat: Attendance is not a measure of participation!

Group Evaluations (To Get Your Grade!!!)

Group evaluations must be received from each student at the end of the course in order to receive a grade for the class. This is absolutely mandatory to ensure group participation is balanced. The Professor reserves the right to re-distribute group related grades when there is clear written evidence from the members of the group that there is a lack of participation from a member(s).

			Topic / Case	Readings*	Assignment Due	Guest Speaker
1	Jan	7	General Overview			
2		14	Review of International Business; Emerging Markets; BRIC Integration and Analysis	<ul style="list-style-type: none"> ▪ Emerging Giants ▪ The Right Way to Restructure... ▪ Strategies that Fit Emerging Markets ▪ Goldman Sachs Report 	Set up groups –	
3		21	Doing Business in Russia	<ul style="list-style-type: none"> ▪ Country Report ▪ Removing a Brick ▪ Franchising in Russia ▪ The Return of Authoritarian... 	Critical Issue- Russia	
4		28	Doing Business in Brazil	<ul style="list-style-type: none"> ▪ Country Report ▪ The Role of Family Conglomerates... ▪ Putting a B in Bric 	Critical Issue – Brazil	TBA
5	Feb	4	Doing Business in India	<ul style="list-style-type: none"> ▪ Country Report ▪ The India Model ▪ Competing in the Global Marketplace ▪ Can Bollywood go Global (coursepack) ▪ Serving the World's Poor Profitably 	Critical Issue - India	
6		11	Doing Business in China	<ul style="list-style-type: none"> ▪ Country Report ▪ The Myth Behind China's Miracle ▪ Building Capitalism with...(coursepack) ▪ Checking China's Vital Signs 	Critical Issue - China	TBA
7		18	Companhia Cervejaria Brahma, S.A. (Brazil)		Case & critique Topic Proposal Due	
8	March	4	Lenovo (China)		Case & critique	
9		11	Unilever (India)		Case & critique	TBA
10		18	Russian Vodka (Russia)		Case & critique	
11		25	Natura (Brazil)		Case & critique	
12	April	1	Google in China (China)		Case & critique	TBA
13		8	McDonald's (Russia)		Case & critique	
14		15	Infosys (India)		Case & critique PAPERS DUE	
15		22	Presentation of Papers			

Academic Integrity

Students will be expected to adhere to the Savannah State University guidelines. In particular, if plagiarism is detected in the exams, strict disciplinary action will be taken.

Special Accommodation

Special provisions will be made for students with disabilities, in accordance with the Savannah State University guidelines.

FORM II - COURSE ADDITION FORM FOR PROPOSAL # COBA-G-LIB

- A. Course Number: G-LIB 4194
- B. Course Title: International Trade: Theory and Policy
- C. Catalog Description:
This course is to introduce the main concepts relating to the international trading system and its institutions, and to review both traditional perspectives and important recent developments in international trade theory. Emphasis is placed on using theory to interpret observed trade patterns and to analyze the motivations behind existing trade policies and institutions. In particular, the welfare gains from trade, what accounts for observed patterns of trade, and who are the winners and losers from various trade policies. Special attention is also given to protectionist trade policies and the political economy of protection, as well as the merits and drawbacks of bilateral trade negotiations.
- D. Rationale:
This course is required for understanding the basics of international trade. Currently this kind of course is not offered in COBA or Savannah State University.
- E. Impact on Library Holdings:

Existing: None
Additions: None
Deletions: None
- F. Credit Hours: 3
- G. Prerequisites:
MATH 2101, BUSA 2182, FINC 3155, MGMT 3165 and MKTG 3175
- H. Syllabus (attach copy): Attached
- I. Similarity to, or Duplication of, Existing Courses: None
- J. Textbook Selection (include title, author and ISBN#):
- International Economics: Theory and Policy (8th edition) by Paul R. Krugman, Maurice Obstfeld, Marc Melitz, 2011, Pearson Prentice Hall, ISBN-10: 0132146657, ISBN-13: 978-0132146654
 - Key References:
The World Economy: Trade and Finance (7th edition) by Beth V. Yarbrough & Robert M. Yarbrough, 2005, South-Western College Pub, ISBN-10: 0324203977, ISBN-13: 978-0324203974
- K. Grading (letter grade, pass/fail, S/U etc.): Letter Grade
- L. Bibliography: None

TITLE:

- International Trade: Theory and Policy
- GLIB 4194, 3 credits
- Offered every Spring

CLASS MEETING SCHEDULE:

- Twice a week (if the class is for 1.5 hrs every contact), or once a week (if class is for 3hrs every contact)

CLASS LOCATION:

- Howard Jordan Business Building

PROFESSOR:

- Name: Jun Wu
- Office address: 203 Howard Jordan
- Telephone number: 912-358-3383
- E-mail address: wuj@savannahstate.edu
- Office Hours: 10 hours a week (TBA)

COURSE DESCRIPTION:

The main objectives of this course are to introduce the main concepts relating to the international trading system and its institutions, and to review both traditional perspectives and important recent developments in international trade theory. Emphasis is placed on using theory to interpret observed trade patterns and to analyze the motivations behind existing trade policies and institutions. In particular, we aim to understand the welfare gains from trade, what accounts for observed patterns of trade, and who are the winners and losers from various trade policies. Special attention is also given to protectionist trade policies and the political economy of protection, as well as the merits and drawbacks of bilateral trade negotiations.

PREREQUISITES:

The pre-requisites for this course are

- MKTG 3175

Students who are not in full compliance with the prerequisites policy but somehow have mistakenly been allowed to register for this class must drop it without exception.

COURSE OBJECTIVES:

When you have completed successfully this course, you should be able to do following:

- 1) Apply basic concepts of international trade to your daily life as well as specific situations.
- 2) Identify basic trade concepts used in daily newspapers, magazines, radio and TV broadcasts.
- 3) Explain basic events and phenomena related to international trade that take place daily.

- 4) Locate, organize, and analyze trade data to get insightful conclusions. Such data include exports and imports either in aggregate terms or for specific goods and services for individual countries, trade patterns for the US and other countries, trade deficits, and tariff rates.
- 5) Critically evaluate the claims of politicians and other policymakers regarding the welfare effects of their proposals of international trade.

REQUIRED TEXT AND SUGGESTED MATERIALS:

- ***International Economics: Theory and Policy*** (8th edition) by Paul R. Krugman, Maurice Obstfeld, Marc Melitz, 2011, Pearson Prentice Hall, ISBN-10: 0132146657, ISBN-13: 978-0132146654
- **Key References:**
 - ***The World Economy: Trade and Finance*** (7th edition) by Beth V. Yarbrough & Robert M. Yarbrough, 2005, South-Western College Pub, **ISBN-10:** 0324203977, **ISBN-13:** 978-0324203974
- Additional reading material will be provided as needed.

PEDAGOGICAL APPROACH:

Will be accomplished through: readings, lectures, discussions, quizzes, group projects and exams where applicable.

Ethical Perspectives: During the course, ethical issues will be discussed wherever they are applicable. There are different ways of looking at ethical issues. In business, people subscribe to a variety of ethical standards formulated on the basis of different frameworks. The main purpose of business ethics is to enable business employees to negotiate their ethical dilemmas and conduct business in a wholesome way.

Student Conduct and Classroom Policies:

1. Students are required to turn off their cellular phones and pagers in the classroom.
2. Class attendance is required. Please be on time for class.
3. Cheating, or other academic misconduct, will not be tolerated. Violators will be dropped from the course and receive a grade of “F” for the semester.
4. Students are expected to exhibit ethical conduct in performing their assignments and examinations. All assignments and examinations are expected to be individual efforts and not group efforts.
9. Students are expected to read, be familiar with and adhere to University regulations. Students are expected to complete reading assignments prior to the lectures/discussions and to participate in the learning process.

10. Students are responsible for all materials assigned and presented in class. Class participation is expected to facilitate learning objectives.
11. Late work: All assignments must be turned in on the due date. There are exceptions for sickness and death. A doctor, a funeral director, etc must document these incidents.
12. A student may drop this course without penalty by withdrawing on or before the “Last Day to Drop a Class” date.

Special Accommodations: If you need special accommodations due to a documented disability, please see me the first week of classes in my office.

GRADING

Grades are based on a total of 600 possible points. The points are acquired as follows:

Content	Value
Attendance	<i>30 points</i>
Assignments (3@ 20 points)	<i>60 points</i>
Midterm exams (2@100 points)	200 points
Term paper (30 points for the proposals, 20 points for presentations, and 110 points for the final version of the papers)	160 points
Final exam	150 points
total	600 points

Grades are based completely on the work listed above. NO extra credit work is given under any circumstances. The grade scale is as follows:

- 510 - 600 = A (85% of total points or up)
- 450 - 509 = B (75% of total points or up)
- 360 - 449 = C (60% of total points or up)
- 300 - 359 = D (50% of total points or up)
- 0 - 299 = F (less than 50% of total points)

Grade Distribution

- 90-102 = A
- 80-91 = B
- 70-81 = C
- 60-71 = D
- < 60 = F

Attendance: attendance sheet will be signed randomly. Attendance shares 30 points total, 2

points will be taken off for missing one class.

Exams: All of the three exams are non-comprehensive, covering the materials done before the date of each exam. The exam format will be *essay questions*. The questions are closely related to the lectures, the assignments, and the textbook. The purpose of exams is twofold: to enhance your understanding of fundamental theories and concepts, and to encourage you to apply the theories to the real world. Therefore you may expect application questions as well as theory or technical questions in exams. For application questions, you need to apply the knowledge of trade theories that you have learned in class to particular issues in the real world.

Exam dates are given below in the Course Outline. Please mark them now on your semester calendar. Note that **NO MAKE-UP EXAMS WILL BE GIVEN**. If, for some reasons, you cannot take the exam on the day and at the time scheduled, please see me **BEFORE** the exam and other arrangements will be made. Students who do not take an exam and do not see me until after it is over will receive a zero on that exam.

Assignments: Assignments are designed to help you to review what you have learned in class and to prepare you for exams. The format of questions in the assignments will be same as the exams. *The assignments should be typed* except diagrams and some equations if they are hard to do or very time consuming. We will have a discussion session for each assignment before your submissions. I suggest that you start early so that you can get some help if needed before the last minute. If you are not in class the day the assignment is distributed, please stop by my office for a copy.

Term Papers: In addition to the reading assignments in the text given in the Course Outline, you are expected to follow current newspaper and magazine stories on international trade throughout the semester. Each student is required to submit a paper that addresses the topic you choose, using the tools learned from the course. Good sources of topics on international trade are *The Economist*, *The Wall Street Journal*, *Business Week*, and *The New York Times*. Your papers should be **12-15 double-spaced pages, typed with one-inch margin on all sides**.

The organization of the paper may vary, but it should include elements as follows:

- (1) *Introduction:* You should specify the issue and its significance. In other words, you need to explain the motivations of the topic you choose and why it is important
- (2) *Theoretical Framework:* Set up an analytical framework that stems from what you have learned in class. Your analysis will be conducted with the framework.
- (3) *Evidence:* Your arguments should be supported by evidence, which can be either data that you collect/compile, or some kinds of facts that are already proved, or (for graduate students only) some simple regression estimates.
- (4) *Conclusions:* State your results clearly and draw some policy implications in this section.
- (5) *References:* Finally you may include a brief list of references used in your paper

Course outline and reading assignments

I INTERNATIONAL TRADE THEORY I: CHAPTERS 1-3 (8 CLASSES)

- Gains from Trade, the Pattern of Trade, and Protectionism
- Labor Productivity and Comparative Advantage
- The Ricardian Model: Trade between One-Factor Economies
- Misconceptions about Comparative Advantage
- The Specific Factors Model: Trade between Two-Factor Economies
- International Trade and Income Distribution

Assignment I: Distributed on Thursday, February 2

Due on Thursday, February 9

EXAM I: TUESDAY, FEBRUARY 14

II INTERNATIONAL TRADE THEORY II: CHAPTERS 4-6 (10 CLASSES)

- Resources, Factor Endowments, and North-South Trade
- The Heckscher-Ohlin Model: Trade between Two-Factor Economies
- Production Possibility Frontier and Terms of Trade
- The Standard Trade Model: Relative Supply (*RS*) and Relative Demand (*RD*)
- Economies of Scale and Imperfect Competition
- Internal Economies and Extern Economies
- The New Trade Theory: Explaining North-North Trade

Assignment II: Distributed on TBA

Due on TBA

EXAM II: THURSDAY, TBA

III INTERNATIONAL TRADE POLICY: CHAPTERS 7-11 (8 CLASSES)

- International Factor Movements
- The Instruments of Trade Policy: Tariffs and Quotas
- Costs and Benefits of Tariffs
- The Case for Free Trade: Efficiency Arguments
- The Case against Free Trade: National Welfare Arguments
- Trade Policy in Developing Countries: Effects on Economic Growth and Development
- Controversies in Trade Policy: Externalities and Low-Wage Labor

Assignment One: Distributed on TBA

Due on TBA

Term Papers: Due on TBA

FINAL EXAM: TBA

FORM II - COURSE ADDITION FORM FOR PROPOSAL # COBA-G-LIB

- A. Course Number: G-LIB 3197
- B. Course Title: Global Business Logistics
- C. Catalog Description:
Logistics Management — that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customers' requirements. This senior level course focuses on Global Alliances and Global Business Logistics Management. Topics include supply chain and alliance strategy in multinational firms, materials management, international sourcing and distribution, importing and exporting procedures, international carrier management and operations. This course is designed to help prepare the logistics professional for a career in international logistics.
- D. Rationale:
This course is required for understanding the basics of global business logistics. Currently this kind of course is not offered in COBA or Savannah State University.
- E. Impact on Library Holdings:
- i. Existing: None
 - ii. Additions: None
 - iii. Deletions: None
- F. Credit Hours: 3
- G. Prerequisites:
Undergraduate level MGNT 3165 and MGNT 3185 with minimum grade of C in both courses
- H. Syllabus (attach copy): Attached
- I. Similarity to, or Duplication of, Existing Courses: None
- J. Textbook Selection (include title, author and ISBN#):
David, Pierre and Richard Stewart. International Logistics: The Management of International Trade Operations, 3rd Ed. Cincinnati, OH: Atomic Dog Publishing (division of Thomson Custom Solutions), 2010.
ISBN 13: 978-1-111-46498-1
- K. Grading (letter grade, pass/fail, S/U etc.): Letter Grade
- L. Bibliography: None
- TITLE:

- Global Business Logistics
- GLIB 3197, 3 credits
- Every Spring

CLASS MEETING SCHEDULE:

- Twice a week (if the class is for 1.5 hrs every contact), once a week (if class is for 3hrs every contact)

CLASS LOCATION:

- Howard Jordan Business Building

PROFESSOR:

- Name: Suman Niranjana
- Office address: 209 Howard Jordan
- Telephone number: 912-358-3424
- E-mail address: niranjans@savannahstate.edu
- Office Hours: 10 hours a week (TBA)

COURSE DESCRIPTION:

Logistics Management— that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customers' requirements. This senior level course focuses on Global Alliances and Global Business Logistics Management. Topics include supply chain and alliance strategy in multinational firms, materials management, international sourcing and distribution, importing and exporting procedures, international carrier management and operations. This course is designed to help prepare the logistics professional for a career in international logistics.

PREREQUISITES:

MNGT 3165 and MNGT 3185 with a grade of "C" or better.

COURSE OBJECTIVES:

The course has the principal objective of providing an introduction to global logistics operations and issues in an international supply chain environment. Key processes, relationships to logistics management and other business functions, and the strategies and techniques frequently employed to obtain a competitive advantage in a global business environment will all be addressed. Specific objectives for the course include developing an understanding of:

1. The global logistics concept, approaches employed to obtain a competitive advantage, and techniques employed to improve the performance and efficiency of supply chains in an international environment.
2. Foreign markets; entry, exit, customs, and contracts.
3. Terms of Trade, payment, currency, and documentation.
4. International finance and insurance or logistics operations.

5. Mode selection and intermodal issues.
6. Packaging and handling for export and import.
7. International logistics infrastructure.
8. Issues involved in managing international supply chain processes.

COURSE LECTURE MATERIALS:

Blackboard: Course materials, assignments, and outside readings will be available within Blackboard. Students can access Blackboard using the Internet at the website <https://savstate.view.usg.edu>. The site is password protected.

Outside Readings: Outside readings will be provided for class sessions as determined by the instructor. Topical issues will be provided from current business readings and sources. Students will be required to find and publish readings through the Blackboard course page.

Class PowerPoint Presentations: Copies of the PowerPoint slides used during the in-class lectures can be downloaded from Blackboard. I will frequently cite material that is not on the slides, so you should plan on taking notes as well as referring to the power point slides.

COURSE FORMAT:

This course will be conducted using a combination of class discussion, lectures, guest speakers and industry analysis. The lectures will cover the assigned topics but will not necessarily present the material as covered in the text or reading. You are expected to attend all classes and be prepared to discuss and/or apply assigned readings to the class discussions. Students may be called upon to discuss assigned topics and concepts. In addition, students are expected to actively participate in all team projects and papers.

REQUIRED TEXT AND SUGGESTED MATERIALS:

Text:

David, Pierre and Richard Stewart. International Logistics: The Management of International Trade Operations, 3rd Ed. Cincinnati, OH: Atomic Dog Publishing (division of Thomson Custom Solutions), 2010.

ISBN 13: 978-1-111-46498-1

PEDAGOGICAL APPROACH:

This course will consist of a mix of lectures, and discussions. Assignments comprise of end of chapter questions

Ethical Perspectives: During the course, ethical issues will be discussed wherever they are applicable. There are different ways of looking at ethical issues. In business, people subscribe to a variety of ethical standards formulated on the basis of different frameworks. The main purpose

of business ethics is to enable business employees to negotiate their ethical dilemmas and conduct business in a wholesome way.

Student Conduct and Classroom Policies:

1. Students are required to turn off their cellular phones and pagers in the classroom.
2. Class attendance is required. Please be on time for class.
3. Cheating, or other academic misconduct, will not be tolerated. Violators will be dropped from the course and receive a grade of “F” for the semester.
4. Students are expected to exhibit ethical conduct in performing their assignments and examinations. All assignments and examinations are expected to be individual efforts and not group efforts.
9. Students are expected to read, be familiar with and adhere to University regulations. Students are expected to complete reading assignments prior to the lectures/discussions and to participate in the learning process.
10. Students are responsible for all materials assigned and presented in class. Class participation is expected to facilitate learning objectives.
11. Late work: All assignments must be turned in on the due date. There are exceptions for sickness and death. A doctor, a funeral director, etc must document these incidents.
12. A student may drop this course without penalty by withdrawing on or before the “Last Day to Drop a Class” date.

Special Accommodations: If you need special accommodations due to a documented disability, please see me the first week of classes in my office.

GRADE DETERMINATION:

Grades will be based upon performance on the following:

Graded Element	Percentage	Points
Resume	3%	15
Attendance at Professional Events	2%	10
Class Participation/ Contribution	10%	50
Mid-Term Exam	25%	125
Case Study	20%	100
Final Exam (distributed as)	40%	200
1. Company Team Written Analysis	(20%)	(100)
2. Company Team Presentation	(10%)	(50)
3. Peer Evaluation	(10%)	(50)
Total	100%	500

Grade	Numeric Range	Grade Points
A	90 to 100	4.0
B	80 to 90	3.0
C	70 to 80	2.0
D	60 to 70	1.0
F	Below 60	0.0

Note: Students will not be allowed to resubmit cases or exams.

The grading scale is guaranteed. You will receive no less than the grade listed within the appropriate interval. I reserve the right to adjust the grading scale in favor of the class if warranted. The points assigned to each grade comply with the points identified in the UNT Catalog. Numeric grades are not rounded up to the next high letter grade. I may curve the grades for some of the assessments in the course. Rounding would result in an additional curve for a limited number of students near grade “breaks.”

Assignments:

ASSIGNMENT DETAILS:

1. Resume (3%): Time to start thinking about graduation! Got your resume ready? You should! In order to assist you in preparing for your (eventual) job search, the logistics faculty would like to help you prepare a resume. You will also have an opportunity to make it available to prospective employers.

Your assignment: Send Dr. Niranjana your resume ELECTRONICALLY via niranjana@savannahstate.edu no later than 11:00 PM on the 3rd day of class. To receive full points, name your resume file using the format <Your last name anticipated graduation year.docx>. For example, John Smith graduating in the year 2011 as <Smith_2011.docx>. Failure to properly name your file will result in a 50% penalty! If you choose, the logistics faculty will send your resume to companies that contact us throughout the semester and afterward -- so make sure it is your very best effort. There is a 100% penalty for late submissions. Of course, you have the right to request that your resume NOT be distributed to potential employees. If you

request “no distribution” we will not release your resume to prospective employers upon their request. If you are not majoring in a logistics discipline, the value to you is that you have the opportunity to draft a resume and receive feedback on it!

2. Attendance at Professional Events (2%): It is understood that the best form of enrichment in learning about a practical discipline is to participate in activities categorized as “Professional Events.” Professional Events include activities of service or learning with members of the profession. Suitable activities include attending meetings of professional organizations, attending presentations by industry leaders, working on practical projects within the scope of the discipline, and participating in other industry/profession focused learning events. Each student is expected to participate in a level of professional development activities appropriate for his or her field, on at least two occasions during the semester. Five points will be awarded for each event that the student attends. Students must submit a brief paragraph summarizing the time and date of the event, the speaker and topic or nature of event, and what they learned by attending no later than one week after attending the event in order to receive credit.

3. Class Participation/ Contribution (10%): Class participation will affect your final grade. Participation will be based on attendance, punctuality in class, preparation for class, appropriate in-class participation during lecture, and quality of in-class participation. It is also very difficult to participate in class discussions if you are not in class! I will not take attendance but your attendance recorded will be considered in arriving at your final participation grade. I realize that some students feel that they must respond to every question or issue raised in class. This frequently causes other students to feel that they do not have to participate. Please provide all of your classmates with an opportunity to participate. I will tend to ignore very frequent contributors at times in favor of expanding the number of participants in a discussion.

4. Mid-Term Exam (25%): All exams will be closed book and will cover assigned readings, homework, exercises and all material covered in class including lectures, articles, and discussions. You are responsible for the material even if it is not emphasized during the lectures. Pre-exam reviews will be held the day prior to the exam. This review will focus on material which may be included in the test. Exams will include a combination of multiple choice and short answer type questions. There will be no makeup exams except in extraordinary situations, which require approval before the scheduled exam.

5. Case Study (20%): Each student will participate individually in the analysis of a case study in international logistics. Each case analysis will take the form of a formal, written report not to exceed 5 pages in length (1” margins, 12-point font, 1.5 line spacing). Any relevant attachments, charts, or tables may be provided, but will not be included in the 5 page count. Additional information will be provided in class and on the course web site by the instructor.

6. Final Exam (40%): The Final Exam accounts for 40% of your total grade and is distributed as follows:

(a) Transportation Company Team Written Analysis (20%): Students will be broken into 3-4 person teams to review an instructor approved transportation company. Student teams will complete a written analysis of the chosen company’s: 1-Company history, 2-Primary market & service offerings, 3-Market share, 4-Key competitors, 5-Carrier operators and technology requirements, 6-Intermodal partners (if applicable), & 7-Potential opportunities and challenges within the industry. The objective of this project is to gain an understanding of how transportation companies organize their company to meet market opportunities, challenges, service their customers, and increase overall market share. Teams are free to select any

company/industry; no team can select the same company without instructor approval. The completed written analysis is due upon the date of the team's presentation. The expected deliverable consist of a 12-15 letter sized, 1.5 spaced, type-written paper using 12 point font. The team's paper will account for 100 points towards the final grade. A grading template is attached at the end of this document.

(b) Transportation Company Team Presentations (10%): Student teams will conduct a 20 minute in-class presentation of their company data gathered during the written analysis portion. The objective of this project is to share with the class the results of their analysis and sharpen public presentation skills. The expected deliverable to the instructor consists of soft and hard copies (print out of slides) of the team's MS PowerPoint presentation due upon the date of the team's presentation. The team's presentation will account for 50 points towards the final grade. A grading template is attached at the end of this document.

(c) Peer Evaluations (10%): Students are evaluated on their performance by members of their team with respect to individual team effort. Team members will need to document individual coaching comments during class projects. Any team feeling a member has not been contributing will need to submit comments to the instructor. I will consider any team input as a potential part of a student's overall participation when calculating points. Peer evaluations will account for 50 points towards your final grade.

Academic Integrity

Students will be expected to adhere to the Savannah State University guidelines. In particular, if plagiarism is detected in the exams, strict disciplinary action will be taken.

Special Accommodation

Special provisions will be made for students with disabilities, in accordance with the Savannah State University guidelines.

Tentative Schedule

Week	Day	Topic(s)	Reading Assignment
1	R	Introduction to the Course • Syllabus review	Syllabus
2	T	Overview of International Supply Chain Management	CH 1
	R	International Supply Chain Management	CH 2
3	T	International Supply Chain Management	CH 2, Contd.
	R	International Logistics Infrastructure	CH 3
4	T	International Logistics Infrastructure	CH 3, Contd.
	R	Methods of Entry into Foreign Markets	CH 4
5	T	Methods of Entry into Foreign Markets	CH 4, Contd.
	R	International Contracts	CH 5
6	T	International Contracts	CH 5, Contd.
	R	Terms of Trade or Incoterms	CH 6
7	T	Terms of Trade or Incoterms	CH 6, Contd.
	R	International Commercial Documents	CH 9
8	T	International Commercial Documents	CH 9, Contd.
	R	International Insurance	CH 10
9	T	Guest Lecture	
	R	International Insurance Midterm Review	CH 10, Contd.
10	T	MIDTERM EXAM	None
	R	International Ocean Transportation	CH 11
11	T	Guest Lecture	
	R	International Ocean Transportation	CH 11, Contd.
12	T	International Air Transportation	CH 12
	R	International Air Transportation	CH 12, Contd.
13	T	International Land and Multi-modal Transportation	CH 13
	R	International Land and Multi-modal Transportation	CH 13, Contd.
14	T	International Logistics Security	CH 15
	R	Thanksgiving Break – No Class	
15	T	Customs Clearance	CH 16
	R	Using Int'l Logistics for Competitive Advantage Final Review	CH 17
16	T	Final Presentation & Paper Submission	
	R	Final Presentation & Paper Submission	
Finals Week	R	Final Presentation & Paper Submission	

FORM II - COURSE ADDITION FORM FOR PROPOSAL # COBA-G-LIB

- A. Course Number: G-LIB 4190
- B. Course Title: International Transportation and Carrier Management
- C. Catalog Description:
With the increasing emphasis on efficient supply chains and more sophisticated logistics management techniques, the basic component of transport is moving a product or providing a service from one place to another has come under increasing economic pressure and increasing deregulation. The businesses today cannot be competitive without a good transportation and logistics network. The goal of this course is to understand the basic modes of transportation, the economic fundamentals underlying each and some of the ways in which today's supply chain manager can use them to achieve efficiencies and cost effectiveness necessary for a company to survive in today's global markets.
- D. Rationale:
This course is required for understanding the basics of transportation, which forms the backbone of logistics. Currently this kind of course is not offered in COBA or Savannah State University.
- K. Impact on Library Holdings:
- i. Existing: None
 - ii. Additions: None
 - iii. Deletions: None
- L. Credit Hours: 3
- M. Prerequisites:
Undergraduate level MGNT 3165 and MGNT 3185 with minimum grade of C in both courses
- N. Syllabus (attach copy): Attached
- O. Similarity to, or Duplication of, Existing Courses: None
- P. Textbook Selection (include title, author and ISBN#):

Coyle, Bardi, and Novack: Transportation, 6th ed., 2006, Thompson SouthWestern Publishing. ISBN: 978-0324202144
- K. Grading (letter grade, pass/fail, S/U etc.): Letter Grade
- L. Bibliography: None

TITLE:

- International Transportation and Carrier Management
- GLIB 4190, 3 credits
- Offered every Spring

CLASS MEETING SCHEDULE:

- Twice a week (if the class is for 1.5 hrs every contact), once a week (if class is for 3hrs every contact)

CLASS LOCATION:

- Howard Jordan Business Building

PROFESSOR:

- Name: Suman Niranjana
- Office address: 209 Howard Jordan
- Telephone number: 912-358-3424
- E-mail address: aroraa@savannahstate.edu
- Office Hours: 10 hours a week (TBA)

COURSE DESCRIPTION:

Transportation and Logistics Management is one of the oldest and most intuitive of mercantile activities. Yet today this industry is seeing some of the most rapid and revolutionary change occurring in business. Global sourcing to low cost regions by major corporations has placed great burdens on the transportation industry. With the increasing emphasis on efficient supply chains and more sophisticated logistics management techniques, the basic component of transport is moving a product or providing a service from one place to another has come under increasing economic pressure and increasing deregulation. The businesses today cannot be competitive without a good transportation and logistics network. Our goal is to understand the basic modes of transportation, the economic fundamentals underlying each and some of the ways in which today's supply chain manager can use them to achieve efficiencies and cost effectiveness necessary for a company to survive in today's global markets.

PREREQUISITES:

Undergraduate level MGNT 3165 and MGNT 3185 minimum grade of C in both courses

COURSE OBJECTIVES:

The objectives for this course support the mission statement of the College of Business Administration. These objectives are:

1. To introduce the different modes of transportation and the differences in managing each.
2. To give students the opportunity, both orally and in writing, to critically describe, analyze, and recommend improvements in selecting and managing appropriate transportation modes.

3. For student to resolve business problems inherent in transportation management.
4. To utilize computer resources to research and analyze transportation modes and operations.
5. To understand the global economic, political and resource environment's impact on transportation management.

COURSE OUTCOMES:

Upon completion of this course, the student should:

1. Understand basic terminology and transport operations in the context of today's business environment.
2. Be able to critically analyze the effectiveness of transportation management and transport mode selection processes.
3. Be able to recognize areas for improvement in transportation management operations.
4. Be able to understand the cause and effect of each mode of transportation on the business operation.
5. Understand physical and economic issues related to each of the different transportation modes.
6. Understand the effect of transportation upon the entire supply chain.
7. Understand the importance of strategic alliances and the impact of centralized versus decentralized networks.
8. Understand basic international issues involved in transportation.

REQUIRED TEXT AND SUGGESTED MATERIALS:

Coyle, Bardi, and Novack: Transportation, 6th ed., 2006, Thompson South Western Publishing

PEDAGOGICAL APPROACH:

will be accomplished through reading, lectures, discussions, case analyses and exams where applicable.

Ethical Perspectives: During the course, ethical issues will be discussed wherever they are applicable. There are different ways of looking at ethical issues. In business, people subscribe to a variety of ethical standards formulated on the basis of different frameworks. The main purpose of business ethics is to enable business employees to negotiate their ethical dilemmas and conduct business in a wholesome way.

Student Conduct and Classroom Policies:

1. Students are required to turn off their cellular phones and pagers in the classroom.
2. Class attendance is required. Please be on time for class.
3. Cheating, or other academic misconduct, will not be tolerated. Violators will be dropped from the course and receive a grade of "F" for the semester.
4. Students are expected to exhibit ethical conduct in performing their assignments and

examinations. All assignments and examinations are expected to be individual efforts and not group efforts.

9. Students are expected to read, be familiar with and adhere to University regulations. Students are expected to complete reading assignments prior to the lectures/discussions and to participate in the learning process.
10. Students are responsible for all materials assigned and presented in class. Class participation is expected to facilitate learning objectives.
11. Late work: All assignments must be turned in on the due date. There are exceptions for sickness and death. A doctor, a funeral director, etc must document these incidents.
12. A student may drop this course without penalty by withdrawing on or before the “Last Day to Drop a Class” date.

Special Accommodations: If you need special accommodations due to a documented disability, please see me the first week of classes in my office.

GRADING

Exams (total 70 %):

4 exams (3 best @ 20%, worst @ 10%)	70 %	or	4 exams (4 @ 10%)	40 %
Final	10 %		Final	40 %
Case Analyses	15 %			
Class Attendance and Participation	5 %			
Total	100%			

Note: Lack of Attendance will have an effect on your grade – See Attendance Policy.

Grade Distribution

90-103	= A
80-92	= B
70-82	= C
60-72	= D
< 60	= F

2. Case Studies: There are case studies at the end of each chapter in the text book. The case to be discussed in this class and the dates their write-up is due is listed on the course schedule. The student will chose either the A or B version (but not both) for each chapter and then briefly answer the questions at the end of that case. Your summaries are to be submitted in e-learning and needs to be posted before the beginning of the class it is discussed to avoid being counted as late. The assignment is to be submitted as text (cut and paste into e-learning), not as an attached file. Late submissions will be accepted up to 24 hours after the due date, but an automatic reduction of 30% will be taken. Your final case grade will be based on your 10 best submissions.

3. Exams: There are four term exams and a final, the best three term exam scores count 20% each

and the poorest score will count 10% and the final exam counts 10% of your final grade. If the final exam score is better than the term exam average - then the final exam will count 40% and all 4 term exams will count 10% each. The exams will be held during the class session as indicated on the course schedule and the term exams are not comprehensive. The exams are closed book and notes. The use of Laptop computers, PDAs, and cell phones is not allowed when taking the exam. Examinations will cover material presented in class and in the textbook.

Class Format and Structure and the Class Participation Grade: Several class periods throughout the course will include class exercises. These will help reinforce the material studied in the class. Class participation is expected in this course. Time is allotted during each class period for the discussion of the readings and other related material. Your class participation grade will be based on your participation in these class activities. The class activities will vary and will include both individual, and group activities. You may receive 5 one point for each of the class periods you participate, with the most possible points earned being 26. Your final participation grade will be the number of your earned points divided by 26. If you are not in class you cannot receive participation points.

Reading assignments for each class and topic is given on the Course Schedule: deviations to this schedule may be necessary and will be indicated during class. As a preparation for class, please review the material before the meeting time. On e-learning there are links that allows the downloading of PowerPoint files containing the class notes for each lecture. You will need to bring a hard copy of these materials to class if you wish to use them to take notes.

Course Changes: The course syllabus provides a general plan for the course. The professor reserves the right to make periodic changes to the syllabus, including: assignments, tours, projects, case studies, examinations, etc., in order to accommodate the needs of the class as a whole and fulfill the goals of the course.

Tentative Syllabus Schedule (based on earlier instructors schedule last year)

Date	Topics and Readings	Case Studies
Tu: 01/12/10	Course Overview: Introductions	
Th: 01/14/10	Chapter 1:	
Tu: 01/19/10	<i>Transportation, the SC & the Economy</i>	1A: Hardee Transportation (1-1)
Th: 01/21/10	Chapter 2:	1B: Soup to Nuts (1-2)
Tu: 01/26/10	<i>Transportation Regulation and Public Policy</i>	2A: CBN Plastic Wood (2-1)
Th: 01/28/10	Chapter 3:	2B: The U. S. Airline Industry (2-2)
Tu: 02/02/10	<i>Motor Carriers</i>	3A: Hardee Transportation (3-1)
Th: 02/04/10	Exam 1: Introduction, Regulation and Policy, Chapter 1-3	
Tu: 02/09/10	Chapter 4:	3B: JET Carrier Corporation (3-2)
Th: 02/11/10	<i>Railroads</i>	4A: CBN Railway Company (4-1)
Tu: 02/16/10	Chapter 5:	4B: Nittany Valley Shortline Railroad (4-2)
Th: 02/18/10	<i>Air Carriers:</i>	5A: U.S. Airways (5-2)
Tu: 02/23/10	Chapter 6:	5B: Southwest Airlines (5-3)
Th: 02/25/10	<i>Water Carriers and Pipelines</i>	6A: Great Lakes Bulk Carrier (6-1)
Tu: 03/02/10	Exam 2 - Railroads, Air Carriers, Water Carriers and Pipelines, Chapters 4-6	
Th: 03/04/10	Chapter 7: <i>Intermodal and Special Carriers</i>	6B: CBN Pipeline Company (6-2)
Tu: 03/09/10	Spring Break!!	
Th: 03/11/10	Spring Break!!	
Tu: 03/16/10	Chapter 7: <i>Intermodal and Special Carriers</i>	7A: Specialty Gift Foods (7-1)
Th: 03/18/10	Chapter 8:	7B: Rare Book Sellers (7-2)
Tu: 03/23/10	<i>Global Transportation</i>	8A: Natural Footwear Company (8-1)
Th: 03/25/10	Chapter 11:	8B: Ohio Plastics (8-2)
Tu: 03/30/10	<i>Information Management and Technology</i>	11A: Hardee Transportation (11-1)
Th: 04/01/10		11B: Braxton Stores, inc. (A) (11-2)
Tu: 04/06/10	Exam 3 – Intermodal, Global Transportation, Information Mgmt, Chapters 7, 8, 11	
Th: 04/08/10	Chapter 10:	
Tu: 04/13/10	<i>Carrier Strategies</i>	10A: Shiner International A (10-1)
Th: 04/15/10	Chapter 12:	10B: Shiner International B (10-2)
Tu: 04/20/10	<i>Shipper Strategies</i>	12A: Hardees Transportation (12-1)
Th: 04/22/10		12B: Commercial Gypsum (12-2)
Tu: 04/29/10	Exam 4 - Carrier and Shipper Strategies, Chapter 10-11	
Th: 04/29/10	Review for Final Exam	
05/04/10	Comprehensive Final Exam	12:45pm class --> 12:30pm (5/4 - T)
05/06/10		5:00pm class --> 5:00pm (5/6 - R)

Academic Integrity

Students will be expected to adhere to the Savannah State University guidelines. In particular, if plagiarism is detected in the exams, strict disciplinary action will be taken.

Special Accommodation

Special provisions will be made for students with disabilities, in accordance with the Savannah State University guidelines.

FORM II - COURSE ADDITION FORM FOR PROPOSAL # COBA-G-LIB

- A. Course Number: G-LIB 4192
- B. Course Title: International Strategic Management
- C. Catalog Description:
The course will examine the firm's environments – especially the international environment - using the tools of analysis such as 5 Forces and the value chain. It will also examine the firm's corporate and business strategies. Finally, the course will specifically examine the firm's international strategies, the nature and form of international business arrangements, to determine if they fit within the firm's overall global strategic position. The course serves to integrate and synthesize knowledge acquired in the functional disciplines in a business school by application of acquired functional skills to corporate and business strategic analysis.
- D. Rationale:
This course is required for understanding how strategy plays an important role in international business. Currently this kind of course is not offered in COBA or Savannah State University.
- E. Impact on Library Holdings:
- i. Existing: None
 - ii. Additions: None
 - iii. Deletions: None
- F. Credit Hours: 3
- G. Prerequisites:
MATH 2101, BUSA 2182, FINC 3155, MGMT 3165 and MKTG 3175
- H. Syllabus (attach copy): Attached
- I. Similarity to, or Duplication of, Existing Courses: None
- J. Textbook Selection (include title, author and ISBN#):
Strategic Management: Text and Cases (5th ed.) by Gregory G. Dess, G.T. Lumpkin, & Alan B. Eisner, 2010, McGraw-Hill Irwin. ISBN: 978-0073530413
- K. Grading (letter grade, pass/fail, S/U etc.): Letter Grade
- L. Bibliography: None

TITLE:

- International Strategic Management
- GLIB 4192, 3 credits
- Offered every Spring

CLASS MEETING SCHEDULE:

- Twice a week (if the class is for 1.5 hrs every contact), once a week (if class is for 3hrs every contact)

CLASS LOCATION:

- Howard Jordan Business Building

PROFESSOR:

- Name: Jun Wu
- Office address: 203 Howard Jordan
- Telephone number: 912-358-3383
- E-mail address: wuj@savannahstate.edu
- Office Hours: 10 hours a week (TBA)

COURSE DESCRIPTION:

The International business strategy course is grounded on the fundamental principles of strategic management and focuses on strategy making in business corporations. Emphasis is on corporate and business level strategic analysis, strategy formulation and implementation. Strategic management emphasizes the determination and evaluation of environmental opportunities and threats in light of strengths and weaknesses in the organization's value chain in order to enhance its core competencies and craft a sustainable competitive advantage.

The course will examine the firm's environments – especially the international environment - using the tools of analysis such as 5 Forces and the value chain. It will also examine the firm's corporate and business strategies. Finally, The course will specifically examine the firm's international strategies, the nature and form of international business arrangements, to determine if they fit within the firm's overall global strategic position. The course serves to integrate and synthesize knowledge acquired in the functional disciplines in a business school by application of acquired functional skills to corporate and business strategic analysis.

PREREQUISITES:

The pre-requisites for this course are

- MKTG 3175

Students who are not in full compliance with the prerequisites policy but somehow have mistakenly been allowed to register for this class must drop it without exception.

COURSE OBJECTIVES:

When you have completed successfully this course, you should be able to do following:

1. To familiarize the student with strategic thinking and its component elements, the identification of strategic options and techniques for strategy selection.
2. Through case analysis, to provide an opportunity to apply functional skills in analyzing business situations of strategic import and to recommend appropriate strategies.
3. To understand key strategic concepts such as corporate strategy, business strategy, International strategy, driving forces, key success factors, value chain analysis economies of scope, and sustainable competitive advantage

REQUIRED TEXT AND SUGGESTED MATERIALS:

- ***Strategic Management: Text and Cases*** (5th ed.) by Gregory G. Dess, G.T. Lumpkin, & Alan B. Eisner, 2010, McGraw-Hill Irwin.
- Additional reading material will be provided as needed.

PEDAGOGICAL APPROACH:

Will be accomplished through: readings, lectures, discussions, case studies, quizzes, group projects and exams where applicable.

Ethical Perspectives: During the course, ethical issues will be discussed wherever they are applicable. There are different ways of looking at ethical issues. In business, people subscribe to a variety of ethical standards formulated on the basis of different frameworks. The main purpose of business ethics is to enable business employees to negotiate their ethical dilemmas and conduct business in a wholesome way.

Student Conduct and Classroom Policies:

1. Students are required to turn off their cellular phones and pagers in the classroom.
2. Class attendance is required. Please be on time for class.
3. Cheating, or other academic misconduct, will not be tolerated. Violators will be dropped from the course and receive a grade of “F” for the semester.
4. Students are expected to exhibit ethical conduct in performing their assignments and examinations. All assignments and examinations are expected to be individual efforts and not group efforts.
9. Students are expected to read, be familiar with and adhere to University regulations. Students are expected to complete reading assignments prior to the lectures/discussions and to participate in the learning process.

10. Students are responsible for all materials assigned and presented in class. Class participation is expected to facilitate learning objectives.
11. Late work: All assignments must be turned in on the due date. There are exceptions for sickness and death. A doctor, a funeral director, etc must document these incidents.
12. A student may drop this course without penalty by withdrawing on or before the “Last Day to Drop a Class” date.

Special Accommodations: If you need special accommodations due to a documented disability, please see me the first week of classes in my office.

GRADING

Component	Value
Attendance & Participation & Discussion	100
Quizzes (best 5 of 7 @ 20)	100
Case Discussion (in groups, 3 @ 25)	75
Company Report (Individual)	75
Group Project (Report 100 + Presentation 50)	150
Midterm Exams (2 @ 150)	300
	200
Final Exam	
Total	1000

Grade Distribution

90-104	= A
80-93	= B
70-83	= C
60-73	= D
< 60	= F

Attendance:

Attendance and Participation and Discussion

As the course is based on class activities and discussions, attendance and participation are crucial. Documented illnesses, religious holidays, and documented emergencies will be taken into consideration. Students are expected to prepare for class and to participate actively in discussions.

You may miss three (3) classes with no penalty. After that, you will be penalized 1 point from your final score for each additional absence (Thus, a final grade of 80 (a “B-”) would become 79 (a “C+”) with the fourth absence). 100% attendance will earn you 20 bonus points for “Attendance and Participation” part. Total points for “Attendance and

Participation” will however not be more than 100.

Class participation will be graded according to the following scale:

- 100 - Evidence of exceptional and careful advance preparation by taking a major role in pointing out new issues and new points of view in case discussions with fellow students REGULARLY.
- 70 - Evidence of careful advance preparation by contributing an analysis and interpretation of some issues on several occasions. Some discussion with fellow students.
- 50 - Evidence of advance preparation by contributing some factual details within an ongoing line of analysis on some occasions.
- 30 – Very little participation or participation only by general agreement with ongoing discussion or participated only when directly asked by the instructor.
- 0 No participation, or frequent late coming or frequent early leaving or any other behavior that disrupts or distracts from class discussions/lectures.

Any student who is fearful of attempting to speak spontaneously, perhaps due to fear of public speaking should see me. We can schedule participation in discussions in advance so that you will know what points will be raised and you can prepare your comments in advance.

Quizzes

There will be 7 unannounced short multiple-choice quizzes, mostly in the beginning or the end of the class. Each quiz will have 10 questions, carrying 2 points each. Each quiz will relate only to the material being covered in that particular class.

Questions for the quizzes that are held in the beginning will be fairly easy (requiring recall instead of analysis) and typically cover the knowledge objectives named at the beginning of the chapter, the key terms shown in the left margins and listed at the end of the chapter, and major figures. The purpose of these quizzes is two-fold: (1) to strongly motivate students to read and think about the chapter before the lecture and (2) to be punctual and attentive in the class.

Questions for the quizzes that are held at the end of the class will be from the discussion and the matter covered during the class.

Case Analysis

During the course of this semester, you will discuss **three** cases with the help of 10-15 slides, which you will submit to the instructor. A list of cases for different dates is given at the end of this document. This is a **group exercise**. You are responsible for forming a group of three to four, selecting the cases and dates for your presentation and informing the same to the instructor, the dates will be given on FCFS basis. However, please note that you will not get rewarded for

the case if you are absent when the case is scheduled for presentation. For this reason, you can join different groups for different cases.

You also have to submit a case report (single report for the group—800-1000 words), which should include:

- a) Summary of the important facts presented in the case,
- b) Your reviews on the key issues.

Do not be deceived by the short length of these assignments; the content requires considerable preparation (careful reading of the text and case), forethought, and analysis.

These are due before the class in which a particular case is scheduled for discussion. This exercise is intended to hone skills to identify key issues of the case, analyze its causes; correlate them with the theoretical concepts adhered to/violated, and develop concise written expression. Evaluation for case will be based on the quality of report as well as the discussion.

Company Report

You have to submit a company report on a company of your choice (the company you choose must have international business operations). Your report should be between 2000-2500 words and should cover the following:

- 1) history of the company;
- 2) competitive positions;
- 3) strategies (Corporate level, business level, and international level etc.)
- 4) Your critique of strategies and suggestions for future.

An ideal report should go beyond what is available on the internet, and should include your own critical analysis. A format of case report will be uploaded to eLearning.

The deadline for submission of this report is **February 25**. Please submit the report in hard copy.

Group Project

You will be expected to work in groups of three or four for this assignment. You must try to arrange yourself into groups. Please submit the members' names and the group name by the 2nd class. Students who are unable to find a group must approach the instructor as soon as possible.

The group project would entail a detailed study of an industry and include the following areas:

- Introduction: Topic of study, rationale and scope
- General Environment Analysis
- Industry environment Analysis
- Study 2 or 3 firms within the industry (at least one firm has international business operations). Firm(s) level study within the industry should include:
 - Discussion of firm corporate level strategy

- Discussion of business level strategies
- Discussion of international strategies
- Discussion of firm internal competencies
- Discussion of organization structure and leadership
- Discussion of firm performance – use several dimensions to do a comparative analysis
- Conclusion: Key findings, interesting observations

At any time during the semester, I strongly encourage you to discuss your project with me, and submit a draft of your report for my comments on its development. Whether you decide to do this is entirely at your own discretion.

The final project report will be 6000 to 8000 in words, all inclusive. The final presentation should be 18-20 minutes long. Taking less or more time may result in penalty. I will cut-off presentations that go beyond 20 minutes so that every group gets an opportunity to present.

During the presentation, the students will communicate their research and findings and address questions from their colleagues. It is expected that all team members participate equally in the group projects. **Everyone will be evaluated by his/her team members. Free riders are not tolerated.**

Session Summary

The schedule is tentative. Instructor reserves the right to make adjustments to the schedule as necessary during the semester. All adjustments will be announced in advance. Another reason not to miss class – if you miss a class, you are responsible for finding out what happened during your absence.

Session	Date	Topic	Chapter
Week 1	Jan 12	• Introduction and welcome to the course;	1,13
	Jan 14	• House keeping matters – Expectations, Group formation etc; • Introduction to strategy • Introduction to case analysis	
Week 2	Jan 19	• Environment analysis 1 – External Environment	2
	Jan 21	• Case presentation • Submission of group names	
Week 3	Jan 26	• Environment analysis 2 – Internal Environment	3-4
	Jan 28	• Intellectual asset • Case presentation • Group project discussion	
Week 4	Feb 2	• Business level strategy	5
	Feb 4	• Case presentation	
Week 5	Feb 9	• Review for Exam 1	

	Feb 11	• Exam 1 (Chapter 1-5)	
Week 6	Feb 16	• Corporate level strategy	6
	Feb 18	• Case presentation	
Week 7	Feb 23	• International strategy	7
	Feb 25	• Case presentation	
		• Company report due	
Week 8	Mar 2	• Entrepreneurial Strategy & Competitive Dynamics	8
	Mar 4	• Case presentation	
Week 9	Mar 9	• Break (Spring Holiday)	
	Mar 11		
Week 10	Mar 16	• Corporate governance	9
	Mar 18	• Case presentation	
Week 11	Mar 23	• Organizational design	10
	Mar 25	• Case presentation	
Week 12	Mar 30	• Review for Exam 2	
	Apr 1	• Exam 2 (cumulative, but primarily on Chapters 6 to 10)	
Week 13	Apr 6	• Strategic leadership and innovation	11-12
	Apr 8	• Case presentation	
Week 14	Apr 13	• Group projects due	
	Apr 15	• Project presentations	
Week 15	Apr 20	• Review for Exam 3	
	Apr 22	• Exam 3 (cumulative)	

Case assignment

Please select three cases from the list below. You should not select more than one case per session. No two groups can present the same case, so case allotment will be on FCFS basis.

	Date	Topic	Ch	
W1	Jan 12 Jan 14	Introduction to strategy	1,13	
W2	Jan 19 Jan 21	Environment analysis 1 – External Environment	2	1. Casino Industry 2. A Horror Show at the Cinemaplex
W3	Jan 26 Jan 28	Environment analysis 2 – Internal Environment	3-4	3. World Wrestling Entertainment 4. United way of America
W4	Feb 2 Feb 4	Business level strategy	5	5. JetBlue Airways 6. Apple Inc.
W5	Feb 9 Feb 11	Exam 1		
W6	Feb 16	Corporate level strategy	6	7. Ann Taylor

	Feb 18			8. One Ford: Ford Motor company
W7	Feb 23	International strategy	7	9. eBay
	Feb 25			10. China's Geely's Automotive
W8	Mar 2	Entrepreneurial Strategy & Competitive Dynamics	8	11. Dippin' Dots Ice Cream
	Mar 4			12. Nintendo's Wii
W9	Mar 9	Break (Spring Holiday)		
	Mar 11			
W10	Mar 16	Corporate governance	9	13. American International Group
	Mar 18			14. Enron
W11	Mar 23	Organizational design	10	15. Johnson & Johnson
	Mar 25			16. The Best-Laid incentive plans
W12	Mar 30	Exam 2		
	Apr 1			
W13	Apr 6	Strategic leadership and innovation	11-12	17. The Skeleton in the corporate closet
	Apr 8			18. Samsung Electronics
W14	Apr 13	Project presentations		
	Apr 15			
W15	Apr 20	Exam 3		
	Apr 22			

SUPPLEMENTARY READINGS

- M. Porter, What is Strategy?, HBR, N-D, 1996 (**Week 1 & 5**)
M. Porter, How Competitive Forces Shape Strategy, HBR, M-A, 1979 (**Week 2**)
M. Porter, From Competitive Advantage to Corp. Strategy, HBR, M-J, 1987 (**Week 5 & 6**)
M. Porter, "Competition in Global Industries: A Conceptual Framework", M. Porter, Competition in Global Industries (**Week 7**)
Alfred Chandler, "Evolution of Modern Global Competition", M. Porter, Competition in Global Industries (**Week 7**)
Prahalad & Hamel, Core Competence of the Corporation, HBR, M-J, 1990 (**Week 3**)
Collis & Montgomery, Competing on Resources, HBR, J-A, 1995 (**Week 3**)
Campbell, Goold & Alexander, Corporate Strategy, HBR, M-A, 1995 (**Week 5 & 6**)
Collis & Montgomery, Creating Corporate Advantage, M-J, 1998 (**Week 5 & 6**)
C. Markides, To Diversify or not to Diversify, HBR, N-D, 1997 (**Week 5 & 6**)
M. Goold & A. Campbell, Desperately Seeking Synergy, HBR, S-O, 1998 (**Week 5 & 6**)

OUTSIDE RESEARCH

You should read the business press, as firms are often analyzed from a strategic perspective. The following are especially helpful: Fortune (<http://www.fortune.com>); Wall Street Journal (<http://www.wsj.com>); Economist (<http://www.economist.com>); Harvard Business Review (<http://www.hbsp.edu>); Euromoney (<http://www.euromoneyplc.com>); Financial Times (<http://www.ft.com>); Business 2.0 (<http://www.business2.com>); Red Herring (<http://www.redherring.com>); e-company (<http://www.ecompany.com>); Bloomberg (<http://www.bloomberg.com>); Reuters (<http://www.reuters.com>); CNN f/n (<http://www.cnnfn.com>); Money (<http://www.money.com>); ecommerce Times (<http://www.ecommercetimes.com>); The Street (<http://www.thestreet.com>); Fast Company (<http://www.fastcompany.com>); The Motley Fool (<http://www.fool.com>); WIRED! (<http://www.wired.com>); The Standard (<http://www.thestandard.com>); New York Times (<http://www.nytimes.com>); Washington Post (<http://www.wa>

FORM IV - COURSE CHANGE FORM FOR PROPOSAL # COBA-G-LIB

A. Course Number:

Current: MKTG 3179

New: MKTG 3179

B. Course Title:

Current: E-Marketing

New: Global Electronic Business

C. Catalog Description:

Current: This course focuses on the role of marketing in electronic commerce. The technologies of electronic commerce, web-based marketing strategies, and the use of the Internet to improve management and marketing operations are discussed. Students will learn about the exciting possibilities that the Internet provides to sales and marketing managers as they strive to achieve promotion, service, and distribution efficiencies. Students will be asked to design a web site for a business or non-profit organization. A team approach is used.

New: This course focuses on the role of business in global electronic commerce. The technologies of electronic commerce, web-based marketing strategies, and the use of the Internet to improve management and marketing operations are discussed. Students will learn about the exciting possibilities that the Internet provides to sales and marketing managers as they strive to achieve promotion, service, and distribution efficiencies. Students will be asked to design a web site for a global business. A team approach is used.

D. Rationale: This new course will be offered in two concentrations under the general BBA degree. Currently E-marketing is only offered in marketing concentration (Major), but now we would like to offer the same course with global aspects under a new concentration known as Global Electronic Business. In order to avoid the course duplicity, we would like to change the case study and the project focus of existing course by including case studies in the new course that has global aspects (specifically emerging economies). The majority of the content in the new and the old course are same.

E. Library Resource Statement:

Existing: None

Additional: None

Deletions: None

F. Credit Hours:

Current: 3

New: 3

G. Prerequisites:

Current: same

New: same

Deletions: none

- H. Syllabus: attached
- I. Similarity to, or Duplication of Existing Courses: none
- J. Textbook Change (include title, author and ISBN#): none
- K. Grading Method:
 - Current: same
 - New: same

TITLE:

- GLOBAL ELECTRONIC BUSINESS
- MKTG 3179, 3 credits
- Offered every Summer and Spring

CLASS MEETING SCHEDULE:

- Twice a week (if the class is for 1.5 hrs every contact), once a week (if class is for 3hrs every contact)

CLASS LOCATION:

- Howard Jordan Business Building

PROFESSOR:

- Name: Anshu Saxena Arora
- Office address: 236 Howard Jordan
- Telephone number: 912 358-3387
- E-mail address: aroraa@savannahstate.edu
- Office Hours: 10 hours a week (TBA)

COURSE DESCRIPTION:

E-Business is the use of Internet and other information technologies to support commerce and improve business performance. Electronic Commerce or E-Commerce (EC) for short is about conducting commercial activities (trading or buying and selling) electronically. E-Commerce in its widest sense includes all business related activities like developing strategy, product planning, marketing, HR, legal and other related activities done with the use of electronic medium. Some people refer to the term Electronic Business (E- Business) while referring to the E-Commerce in this broader sense. During the course, these terms of E-Business and E-Commerce will be clearly differentiated along with many other terms, definitions and concepts.

We are living in a technology driven society. No technological break thorough in the past have affected human beings (and possibly organizations) so much as Computer, Internet and Communication Technologies. These technologies have changed the way people live, learn, work and play. In the business domain, these technologies have not only changed the way the traditional business activities are conducted but also created new business paradigms.

The promise offered by these technologies has resulted in a rush to start Internet based commercial organizations, popularly known as dotcoms. Initial boom was followed by what is referred to as “dotcom bust” that took place around 2000. Many organizations have learnt their lessons from the dotcom bust and the success of some companies like Amazon.com, Dell Computers and many more has rekindled the interest of business organizations in E-Commerce. This success is being referred to as the second wave of E-Commerce. Most of the brick and mortar businesses have realized that they also need online presence if they have to succeed in the competitive market place.

No business education of 21st century can be complete without understanding the concepts relating to establishing and managing E-Commerce organizations. Welcome to convergence

marketing or E-Marketing. This course will discuss how to market goods and services to today's hybrid consumer. Yes, the dot-com and telecom bubbles have burst. Yet the Internet permeates people's lives more than ever. In addition, a plethora of connected electronic devices is busy invading our lives: cell phones, PDAs, personal video recorders, in-car computers.

We will discuss how today marketer can effectively utilize these electronic tools to better market their product or services.

PREREQUISITES:

The pre-requisites for this course are

Undergraduate level MKTG 3175 Minimum Grade of C or Undergraduate level CISM 2130

Minimum Grade of C

Students who are not in full compliance with the prerequisites policy but somehow have mistakenly been allowed to register for this class must drop it without exception.

COURSE OBJECTIVES:

The overall objective of this course is to impart basic knowledge and skills in understanding the concepts of E- Business. To successfully establish and manage E-Business organizations, managers need a number of skills in the areas of business strategy, technology, marketing, HR and other areas.

This course will give the students the knowledge and skills needed for establishing and managing E-Business organizations. After successfully completing the course you will:

- (a) Appreciate the need for E-business for business success.
- (b) Understand basic Concepts of E-Business
- (c) Understand E-Commerce business models
- (d) Develop suitable business strategies for E-Marketing
- (e) Understand Technological framework for E-Business for Marketing related Decision Making.
- (f) Understand Security issues involved in E-Business
- (g) Integrate E- Business organizations with traditional organizations.
- (h) Understand how to make an E-marketing initiative as an integral part of the business

In this course you will not be doing detailed ICT models or IT technical configurations. However, we will cover various software's required by E-Marketing firms doing business globally and competing worldwide. The focus in this course will be to give you a broad knowledge of the use of E-Commerce and specially, E-marketing in business and in business related stakeholder networks. E-Marketing derives concepts and strategies from basic fundamental marketing and hence, students are required to brush up their skills in Marketing.

REQUIRED TEXT AND SUGGESTED MATERIALS:

There are two Custom Text books for this course. They are available with the Bookstore and have my name on the books.

Electronic Commerce 2008 – A Managerial Perspective, 5/E, Pearson Publications – by Efraim Turban, ISBN 0558448666.

Practical Management Science, 3E, Winston & Albright, 2009, SOUTH-WESTERN CENGAGE Learning - - this includes the custom text and the CD that includes Decision Tools.

Reference Material

1. <http://digitalenterprise.org/>
2. Michael P Papazoglou and Pieter M.A. Ribbers, “ e-Business- Organizational and technical foundation” , John Wiley and Sons, 2006.
3. Stephen Chen, “Strategic management of e-business”, second edition, John Wiley and Sons, 2005.
4. David R. Canton and John E Millar, “Legal Land Mines in E-Commerce”, McGraw-Hill, 2008.
5. Saxena, Anshu, D. P. Kothari, Sudhir K. Jain and Amulya Khurana (2002), “Analyzing Business Models on the Web for Internet Commerce,” International Journal of e-Business Strategy Management, Vol 3, No. 3, Feb/March 2002, University of Sunderland, UK.
6. Henry Chan et al, “E-Commerce – fundamentals and applications”, John Wiley and Sons, 2001.
7. Saxena, Anshu, D. P. Kothari, Sudhir K. Jain and Amulya Khurana (2004), “The “SPIDER” on the Web: The Ethos of Web Revisited” The electronic Journal for E-Commerce Tools and Applications (eJETA Journal), Vol. 1, Issue 3, pp 1 – 22, Dartmouth College, USA, February 2004,

PEDAGOGICAL APPROACH:

Will be accomplished through: readings, lectures, discussions, case analyses, quizzes, group projects and exams where applicable.

Ethical Perspectives: During the course, ethical issues will be discussed wherever they are applicable. There are different ways of looking at ethical issues. In business, people subscribe to a variety of ethical standards formulated on the basis of different frameworks. The main purpose of business ethics is to enable business employees to negotiate their ethical dilemmas and conduct business in a wholesome way.

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1. Students are required to turn off their cellular phones and pagers in the classroom.
2. Class attendance is required. Please be on time for class.
3. Cheating, or other academic misconduct, will not be tolerated. Violators will be dropped

from the course and receive a grade of “F” for the semester.

4. Students are expected to exhibit ethical conduct in performing their assignments and examinations. All assignments and examinations are expected to be individual efforts and not group efforts.
9. Students are expected to read, be familiar with and adhere to University regulations. Students are expected to complete reading assignments prior to the lectures/discussions and to participate in the learning process.
10. Students are responsible for all materials assigned and presented in class. Class participation is expected to facilitate learning objectives.
11. Late work: All assignments must be turned in on the due date. There are exceptions for sickness and death. A doctor, a funeral director, etc must document these incidents.
12. A student may drop this course without penalty by withdrawing on or before the “Last Day to Drop a Class” date.

Special Accommodations: If you need special accommodations due to a documented disability, please see me the first week of classes in my office.

GRADING

Individual Presentations and Report.....100 points - 10%
Mid Term Exam100 Points - 10%
Research Paper100 Points – 10%

Mid Term Grade (300 Points) = Individual Presentations and Report + Mid Term Exam + Research Paper – Abstract and Introduction

Group Projects (Report and Presentation).....200 Points - 20%
Software Usage and Class Participation400 Points - 40%
Research Paper.....100 Points - 10%
Total.....1000 Points – 100%

A “Research Paper” of 10 – 15 pages, is expected from the individual students showing their capabilities in performing the Literature Review for about 6 – 10 articles in “Marketing and Management,” and using the softwares taught as a part of the course, for enhancing the quality of the research articles. Some Samples of Research Papers will be provided. You are expected to contact the course coordinator from time to time, as your own initiative. You have 300 points between group projects and research papers. If you do an extraordinary job on research, 200 points of the projects may go towards your research; i.e. your research accounts for 100-300 points.

There is no FINAL exam in this course as the second half of the course is completely hands-on full with practical knowledge of using the software's for E-Marketing and E-Technology.

Grade Distribution

90-105	= A
80-94	= B
70-84	= C
60-74	= D
< 60	= F

Case Studies - A number of cases in E-Business will be discussed and provided for you to study and prepare for class discussion. Course readings are mainly from the textbook. You should make every effort to do the readings prior to preparing subsequent classes and cases.

At the end of each session or chapter, the students are required to visit the book website - http://wps.prenhall.com/bp_turban_ec_2008/. They are required to take self study quizzes and download additional online material containing cases and case questions. Also, visit Tutorial 1 of Chapter 1 – **Introduction to E-Business Plan** tutorial for doing field projects at the end of the semester. The students will be working on “**Research Papers**” and will also be using the softwares taught as a part of the course in their research papers.

Group Project:

Groups - Welcome to e-Marketing and e-Business Planning!

Business plans, and business planning, are an essential part of doing business. As defined in your textbook, a business plan is a written document that identifies a company's goals and outlines how the company intends to achieve those goals. Just as important as the plan itself, the

process of writing a business plan forces a businessperson to think ahead, to set achievable goals, to anticipate problems, and to be prepared for competition. The process, not the plan itself, increases the likelihood that the business will be a success.

One way to think of a business plan is as a road map for the development and operation of your e-business. You wouldn't think about setting off on a trip without a destination, a plan of how to get there, and a road map to be sure you don't get lost.

A business plan does these things for your company, and more. Other strategists call the plan a blueprint of your company, an outline of your business idea, or a document that describes how your business will be profitable.

Your group project is to create a business plan for a business or company. This assignment may be for a start-up company or an existing business. It may be for a real business or a fictitious firm. It may be for a small business or a large company. The assignment may be for a company that is entirely online or one that has a brick-and-mortar presence too or a company which has just brick-and-mortar presence but wants to use e-marketing as well. It may even be a business case—a business plan for an EC initiative within a company. You are writing the plan as a group

of three people.

Recommended Strategy: Since this is a field project too, it will be a good idea to take a global company which is locally existent in Savannah. Meet up with the company representatives and discuss your ideas and strategies with them so as to get a direction for your project. You may even share your project report with them.

You are writing an E-Marketing or e-business (e-biz) plan. It is recommended that you treat this assignment as a realistic business exercise. Just because you are a student does not mean that you should not be approaching this as a professional businessperson would. As much as possible, the finished business plan should not look, read, or act like a student assignment but as a professionally prepared business plan.

Most business plans run in about 10 – 20 pages but there is no word limit. You are writing a small or medium-sized business plan that can be completed within a semester.

Remember researching, collaborating, and writing a comprehensive business plan for a realistic business can be a full-time effort that extends over many weeks. There is no cookbook recipe or perfect plan-writing guide. While the general standards of what should be in a business plan are well known, the specific content and presentation differs.

Most business plans have a similar structure that matches the structure of the tutorial given on the student Web site, as outlined in the following table. The table also includes questions that are answered in each lesson. Your business plan may incorporate much more information than what is presented in the table below.

Lesson	Title of E-Business Plan Section	Relevant Questions
1	Introduction to the E-Business Plan	What is the purpose? What is assumed about the target audience?
2	Fundamentals of E-Business Planning	What is a business plan? What is a business case? Why write a business plan? When do you need a business plan? What makes an e-business plan different from a traditional business plan?
3	Executive Summary	What is an executive summary? When should you write an executive summary?
4	Business Description	What does your industry look like? What is your mission statement? Goals? Objectives? Business model? (Balanced Scorecard) What customer needs does your product/service fulfill? What products and services will you offer?
5	Market Analysis	Who are your customers? How many customers are in your target markets? Are these markets growing? Steady? Declining?
6	Competitor Analysis	Who are your competitors? (BCG) What are their strengths and weaknesses? (SWOT) What specific attributes does your product or service have that your competitors' don't? (Porter's Strategy – Sustainable Competitive Advantage) What are your sources of competitive advantage?
7	Operations and adding an "E"	How will you produce the product or deliver the service? How will you deliver customer service? Who is on the management team and what do they contribute to the business? How will you manage Web site hosting and development? Where and which side of the business do you propose an "E" addition
8	Financial Statements after "E" addition	What financing do you need to implement the business plan? Who will provide the financing? How profitable will the business be?
9	Making an Effective e-Marketing Plan Presentation	What are the fundamentals of making an effective presentation? What makes an average presentation great? How will you be profitable after becoming E?

Course Contents

- I. Introduction to E-Business – An Overview
- II. E-Commerce Business and Revenue Models
- III. E-Marketplaces: Structures, Mechanisms, Economics and Impacts
- IV. E-Markets and E-Marketing – Evolution of “E” and history of Information Systems
- V. Consumer Behavior, Market Research and Advertising in E-Markets
- VI. B2C - Internet Consumer Retailing - E-Tailing
- VII. E-Marketing and Decision Making (DSS)
- VIII. B2B E-Commerce (E-Auctions)
- IX. E-Security, E-Commerce Strategy and Global EC
- X. Innovations and Future of EC and E-Marketing Technologies