IBUS 130 – GLOBALIZATION AND BUSINESS IN THE 21ST CENTURY
SYLLABUS

1. COURSE ADMINISTRATION

   Instructor:
   Bruce Heiman, Ph. D., Associate Prof. of International Business

   Consulting Instructors/Advisors:
   Brian Beatty, PhD., Associate Vice President for Academic Technology Operations
   Yim-Yu Wong, PhD., Chair International Business
   Lihua Wang, PhD., Associate Prof., International Business
   Valerie Rosenblatt, PhD., Assistant Prof., International Business

   Office Hours (Prof. Heiman only): Mondays, 0900-1300hrs.
   SCI 315 Main Campus

   Email: bheiman@sfsu.edu, bruce.a.heiman@gmail.com (preferred)
   Note: Use only ONE of the above emails. The SFSU account forwards to the gmail. Thanks.
   Cell: +1.650.575.8220 (use wisely—questions of substance only, please)
   TA Email (Gowri Hiremath): gowrih@mail.sfsu.edu
   Google Hangout: bruce.a.heiman@gmail.com

2. LEARNING OBJECTIVES

   By the end of the course, students should possess the following enhanced skills and knowledge:

   • Utilize improved understanding of the implications of the globalization of a field, or area.
   • Possess awareness of how events and activities become global.
   • Understand the impact of globalization on different parts of the world.
   • Embody improved Critical Thinking Skills for globalization and international business.
   • Been exposed to the complexity and inter-connectedness of globalization issues.
   • Obtain a sense of how globalization affects daily life and personal experience for oneself and others.
   • Cultivate the capability to empathize with and respond to others’ situations in parts of the world far-removed from students’ daily experiences.

3. COURSE MATERIALS

   Required text: Globalization: The Making of World Society
   Frank J. Lechner
   March 2009, Wiley-Blackwell

   Also Required:
   Videos on iLearn or YouTube or other media, as specified in the course of the semester.
   Other materials as provided during the semester by Professor, to be made available on iLearn.
Required materials (continued from previous page):
The entire iLearn page for this class is hereby incorporated into this syllabus. You are responsible for all materials in this document and on the iLearn site for IBUS 130.

Keep Up With and Know the Current International Business News during the semester. Students are expected to review leading business publications such as the Wall Street Journal, Business Week, and the Economist for current, application-oriented treatments of topics. Your performance will be improved with the regular reading (daily) of just ONE source as noted above—multiple sources are highly encouraged. These are all available through the SFSU library. Consult our Business Librarians Gina Castro (gmcastro@sfsu.edu) or Mira Foster (mira@sfsu.edu) with questions regarding how to access specific periodicals in which you are interested.

How To Succeed, In short:
The approach to grading this course is to have many small tasks that are introduced briefly, and due QUICKLY. The secret to success is KEEP UP with reading and due dates! If you get behind, there are multiple paths to success in this course, but you will need to work the extra credit assignments (possibly many of them).

4. EVALUATION

<table>
<thead>
<tr>
<th>ACTIVITY/ASSIGNMENT</th>
<th>% OF FINAL GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 short essays. 2 are 1 paragraph each, 2 are 1 page each (5% each).</td>
<td>20%</td>
</tr>
<tr>
<td>4 Current events commentaries on articles or videos. Students submit reflective responses through writing. (3.75% each)</td>
<td>15%</td>
</tr>
<tr>
<td>4 Online Quizzes (3.75% each) Three attempts allowed.</td>
<td>15%</td>
</tr>
<tr>
<td>1 Term project on a provided International business problem prompt. Students may submit a video in addition to the paper (3-4 min. long) for EXTRA CREDIT (see below, bottom of this table). Broken into Problem Statement (5%) and paper (20%)</td>
<td>25%</td>
</tr>
<tr>
<td>1 Multiple choice comprehensive final exam (50 Questions readings and the videos)</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
<tr>
<td>EXTRA CREDIT: To be announced on iLearn. Optional Extra Credit assignments are inherently a bit more challenging than the regular assignments.</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Generally, NO late submissions of any work are accepted.
6. COURSE DESCRIPTION

As more people become increasingly connected across larger distances in different ways, they are creating and participating in a new world society in which they do more similar things, affect each other’s lives more deeply, follow more of the same norms, and grow more aware of what they share. “Globalization” is one name for that process. Using historical examples, this course gets students engaged with a process of understanding how and why globalization happens.

The course demonstrates that globalization deeply affects how many people live and think, has many dimensions that are intricately related, is creating a new kind of world society and provokes intense debate around the world. Using examples from several eras in different fields such as sports, media, food and the world economy, this course looks at various events in Globalization over time and in various places. It describes the process of globalization in which more people in more places become connected in increasingly different ways across ever larger distances. This course also focuses on the drivers of globalization and its potential benefits and costs. It throws light on our civil society as a key feature of world society by exploring the causes and effects of globalization through the eyes of the student of world business and society. We also offer some opportunities for students to develop serious critique of globalization, once we have wrestled with the basics of understanding the forces underpinning its emergence on the world scene.

This course covers a wide variety of topics connected with globalization, with an emphasis on problem-solving and critically thinking about the implications for society in the 21st century. The class is presently offered as online-only for CSU students, including Coursematch students.

The class is driven by a series of videos produced by a total of four International Business professors. The development of the class has been supported by a grant from the CSU Promising Practices Program. Constructive feedback on the course is welcome and should be sent to Prof. Bruce Heiman, bheiman@sfsu.edu. Feedback is entirely at the discretion of each student. The course will also be evaluated via standard SFSU course evaluation processes, and the Qolt Certification Process (Quality Online Learning and Teaching Rubric), including a student survey.
## 7. COURSE SCHEDULE

<table>
<thead>
<tr>
<th>DATE (WEEK)</th>
<th>TOPIC</th>
<th>TASK/WORK DUE</th>
</tr>
</thead>
</table>
| 26th Jan. (1) | Ch. 1 – Introduction to the Class. | Read the entire syllabus (this document) by Wednesday, Feb. 4th, before 6pm.  
Read the Introduction (Chapter 1) of the Text by Wednesday, Feb. 4th, before 6pm.  
Watch Prof. Heiman’s short Introduction Video, also by Wednesday, Feb. 4th, before 6pm.  
*Basically, do ALL the above by Wednesday, Feb. 4th, **before** 6pm. |
| 2nd Feb. (2) | | Take a **Quiz** on the Syllabus, Introduction Video and Chapter 1.  
2% Extra Credit Quiz on Syl., Video, Ch. 1  
**Due: Wed, Feb. 18th, 6pm** |
| 9th Feb. (3) | Ch. 2 - Global Foods* | **Short Essay 1** (1 paragraph)  
(via Turnitin)  
**Due: Wed, Feb. 11th, 6pm** |
| 16th Feb. (4) | Ch. 3 - Global Sports* | **Short Essay 2** (1 paragraph via Turnitin)  
**Due: Wed, Feb. 18th, 6pm** |
| 23rd Feb. (5) | Ch. 4 - Global Media | **Current Event Commentary 1**  
(use provided Forum on iLearn)  
**Due: Wed, Feb. 25th, 6pm.** |
| 2nd Mar. (6) | Ch. 5 - The Global Economy and the Power of the Market | **Quiz 1** (iLearn)  
**Due: Wed, Mar. 4th, 6pm** |
| 9th Mar. (7) | Ch. 6 - Global States and the Specter of Retreat | **Quiz 2** (iLearn)  
**Due: Wed, Mar. 11th, 6pm** |
| 16th Mar. (8) | Ch. 7 - Global Governance and the Prospects of World Law | **Current Event Commentary 2**  
(iLearn Forum as provided)  
**Due: Wed, Mar. 18th, 6pm** |

*Watch Video by a team of IBUS Professors on this Chapter.  
Continues, next page→
## COURSE SCHEDULE, continued

<table>
<thead>
<tr>
<th>DATE (WEEK)</th>
<th>TOPIC</th>
<th>TASK/HOMEWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>23rd Mar. (Spring Break!)</td>
<td>Work on your project. Consult the Professor and TA with questions. The prompt is key—study it.</td>
<td>Develop a problem statement for the project. Talk to a couple friends/family about it. Keep the prompt in mind.</td>
</tr>
<tr>
<td>30th Mar. (9)</td>
<td>Ch. 8 - Global Civil Society and the Voices of Change. [Note: there is no assignment this week for CH. 8 (to give you time to work on the Project Problem Statement). Ch. 8 will be covered on the Final Exam. Read the Chapter!]</td>
<td>Problem statement for the project—Graded as part of the final project grade! (iLearn Forum) Due: Wed, Apr. 1st, 6pm</td>
</tr>
<tr>
<td>6th Apr. (10)</td>
<td>Ch. 9 - Global Religion and the Impact of Faith</td>
<td>Current Event Commentary 3 (iLearn Forum) Due: Wed, Apr. 8th, 6pm</td>
</tr>
<tr>
<td>13th Apr. (11)</td>
<td>Ch. 10 - Global Migration: How New People Change Old Places*</td>
<td>Short Essay 3 (Turnitin—1 PAGE); also due → Current Event Commentary 4 (iLearn Forum) IMPORTANT, Graded (final project): Review Your Project Problem Statement comments on Forum. Revise Statement after comments, repost to Forum in a new post on YOUR existing thread. ALL Due Wed, Apr. 15th, 6pm</td>
</tr>
<tr>
<td>20th Apr. (12)</td>
<td>Ch. 11 - Global Inequality: Winners and Losers in Globalization.*</td>
<td>Quiz 3 (iLearn) Due: Wed, Apr. 22nd, 6pm</td>
</tr>
<tr>
<td>27th Apr. (13)</td>
<td>Ch. 12 - The Global Environment: Saving the Planet?*</td>
<td>Quiz 4 (iLearn) &amp; Short Essay 4 (Turnitin—1 PAGE) Due: Wed, Apr. 29th, 6pm</td>
</tr>
<tr>
<td>4th May (14)</td>
<td>Ch. 13 - Global Justice: Is Another World Possible?* Study for the Final Exam. It will focus mainly on chapters with faculty videos: 2,3,10,11,12,13. Study material from videos AND the Chapters.</td>
<td>Project Submission: Paper--Turnitin (Also, Your EXTRA CREDIT video is to be posted on YouTube and you have posted a link to appropriate Forum). Due: Wed, May 6th, 6pm</td>
</tr>
<tr>
<td>11th May (15–Last Week of Class)</td>
<td>Exam.</td>
<td>Final Examination (iLearn) Do the exam: 13th May. 3-8pm. You have 2 hours. If you start at 8pm, you have until 10 pm to finish. ONE ATTEMPT ONLY ON THIS EXAM.</td>
</tr>
</tbody>
</table>

*Watch the Video by a team of IBUS Professors on this Chapter. ALSO NOTE: See iLearn for the links to videos, forums, Turnitin (for written assignment submission), and other content submission instructions.
8. **DEADLINES—UNIVERSITY LEVEL**

The relevant SFSU and College of Business Policies regarding adding and dropping courses are hereby incorporated into this document by reference (link below). Become familiar with these policies to avoid getting a “W,” "WU," or even an “F” grade. Pay attention to the deadlines for adding and dropping classes and act accordingly. Details (SFSU Calendar): [http://www.sfsu.edu/deptpage/acal4.htm](http://www.sfsu.edu/deptpage/acal4.htm)

Also:

<table>
<thead>
<tr>
<th>Springer 2015</th>
<th>Academic Calendar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, 1/19</td>
<td>Martin Luther King Jr. Day; No Classes; Office Closed</td>
</tr>
<tr>
<td>Friday, 1/23</td>
<td>Spring 2015 Department Meetings</td>
</tr>
<tr>
<td>Monday, 1/26</td>
<td>First Day of Instruction</td>
</tr>
<tr>
<td>Friday, 2/6</td>
<td>Last Day to Add Classes with Permit Numbers</td>
</tr>
<tr>
<td></td>
<td>Last Day to Drop Classes Without a Grade of W</td>
</tr>
<tr>
<td>Saturday, 2/7-2/20</td>
<td>Late Adding by Exception with Permit Numbers</td>
</tr>
<tr>
<td>Friday, 2/20</td>
<td>Graduation Application Deadline for May 2015 by 5pm</td>
</tr>
<tr>
<td>Friday, 2/27-4/24</td>
<td>Withdrawal from Classes or University after Drop Deadline</td>
</tr>
<tr>
<td>Friday, 3/20</td>
<td>Credit/No Credit Grading Option Deadline</td>
</tr>
<tr>
<td>Monday, 3/23-3/28</td>
<td>Spring Recess: No Classes; Campus Open</td>
</tr>
<tr>
<td>Tuesday, 3/31</td>
<td>Cesar Chavez Day: No Classes; Offices Closed</td>
</tr>
<tr>
<td>Saturday, 4/25-5/15</td>
<td>Withdrawal from Classes with W Grade by Exception for Documented Serious &amp; Compelling Reasons</td>
</tr>
<tr>
<td>Friday, 5/15</td>
<td>Last Day of Instruction</td>
</tr>
<tr>
<td>Sat, 5/16 &amp; 5/18-5/22</td>
<td>Final Exams</td>
</tr>
<tr>
<td>Monday, 5/25</td>
<td>Memorial Day; Office Closed</td>
</tr>
<tr>
<td>Tuesday, 6/02</td>
<td>Spring'15 Semester Ends; Grades Due</td>
</tr>
</tbody>
</table>

9. **INSTRUCTIONS FOR ASSIGNMENTS**

All essay/paragraph assignments must be double spaced and 12-point font (Times New Roman, please). 1-inch margins: Top, Bottom and both sides. Use PDF or .docx format for submissions.

- The 4 short essays must be submitted in iLearn using Turnitin.
- The 4 current events commentaries must be submitted in provided iLearn Forums—one forum for each topic. You may be provided with a prompt (or you may be required to think of something related to the reading and reflect on it).
- The 4 Quizzes will also be on iLearn. These are NOT team quizzes—work alone.
- The Project paper and optional video submission will be in iLearn Forums.
- The final comprehensive exam will be administered via iLearn. Details to follow.
10. **IBUS 130 FAQ (read me):**

Q: Why should I even bother with this class? What’s in it for me?
A: It’s a great class: you can learn a lot about one of the most powerful socio-economic forces shaping our world today, Globalization.

More: IBUS 130 meets the below requirements at SFSU. Other universities may not recognize this, or have other requirements, but SF State counts the course as meeting two GE requirements

- GE D1: Social Sciences
- Overlay: Global Perspectives

The class is also well-suited to students who need better scheduling flexibility, as it is completely online. Working students, caregivers, international students, and part-time students can increase their unit-load without seriously impairing their personal schedules.

Note: This does not mean there are no deadlines--there are many important deadlines throughout the semester. It is crucial to keep up with the workload (lots of smallish assignments).

Finally, IBUS 130 promotes the College of Business (BS Business Admin.) and the International Business Department. IBUS is a great concentration within the College, but there are a lot of interesting choices. IBUS 130 intends to whet the appetites of students who may consider a Business degree at SF State.

Q: I have a disability issue/question. What should I do?
A: Contact DPRC (see below), then contact the professor.

Here is the CSU Disability policy (hereby incorporated into this syllabus):

*Students with disabilities who need reasonable accommodations are encouraged to contact the instructor. The Disability Programs and Resource Center (DPRC) is available to facilitate the reasonable accommodations process. The DPRC is located in the Student Service Building and can be reached by telephone (voice/TTY 415-338-2472) or by email (dprc@sfsu.edu)*

Q: What’s going to be on the Final Examination? (never heard that one before;-
A: The final Exam will consist of multiple choice and true/false questions, 40-60 questions in all. There may be a few Extra Credit Questions (XC Qs, to use an abbreviation I like). The content will be on the videos (iLearn) and the textbook.

Q: That’s great, but not much real help. What will the questions focus on?  
A: How much do you expect me to say? 😊 Questions will focus mostly on the textbook chapters (all of them), and the video lectures. Other assigned readings in the iLearn page will also be covered, though not in so much depth as the lectures and the book chapters. I have a slight preference for questions that ask you to solve micro-cases or “what-if” stories, but that’s only for some of the questions. Many others are testing your knowledge of the main ideas of the chapters.
Q: What’s your best advice for what I should study for the final exam?
A: Read the Book and watch the videos (sometimes more than once). Keep it simple. Make summaries.

Q: Any other tips for the class?
A: How about this:

Guidelines for Written Material
The written material submitted is expected to show a level of scholarship appropriate for lower-division undergraduate business courses. Syntax, spelling and other grammatical problems should be corrected prior to submission, and material should be carefully reviewed for clarity. Style guidelines for the main written assignments will be discussed in detail in class. Generally, students will be held to a strict professional writing standard; it is acceptable to ask a fellow student or friend to review written submissions.

HINT: Have a friend whose English you trust review your written work (all of it, including and especially the written final project paper) BEFORE it is submitted, and suggest changes. Make the changes, and learn from them.

IMPORTANT: Evidence of plagiarism may be the basis for failing the class or worse--cases will be referred to the University administration for appropriate action. Plagiarism is cheating--don’t try it. It is NOT worth it. Plagiarism occurs when you knowingly use someone else’s words or ideas without giving them proper credit. If you plagiarize and are caught, you will NOT graduate this semester, because you will fail the class. Use in-text citations and bibliographic references to avoid this issue. It really is easier to do your own work. See final FAQ response below, too for a little more detail on help in this area.

Q: Cool! Thanks. What about the Project? Any advice for that task?
A: A variety of references, tables & graphs, properly presented (in both presentations and written submissions) will improve the chances for a good grade. Factors affecting Paper Grade (in no particular order):

1. Citations
2. Bibliography
3. Structure
4. Content,
5. Presentation (look of the video or paper)
6. Analysis

Q: How did you change the course from last semester?
A: Great question! Thanks for asking. We lightened the load in the beginning of class in order to make it possible to add people later into the semester. Also, we eliminated a “group” option for the
final project, because the group coordination task in an online class is not well supported by the tools available to us. Until a truly GREAT tool for handling online learning groups emerges, we will be running this class as an individual-level class, i.e., no group projects or tasks. I regret this, as the diversity of the CSU student population offers good chances to learn to work in high-diversity, multi-disciplinary teams, but not yet in the case of this class. The technology has not yet caught up to our needs.

Q: Uh, thanks. What else did you change, that I should actually care about?
A: Snooty question, but OK (I’m really writing these Qs to myself, so who cares?): We plan to add many more extra credit (XC) assignments. We have seen that one approach to this online class is to offer multiple ways (paths) to succeed. This means if you miss an assignment, you can still make up the grade points by doing several XC assignments. The XC assignments are always a little different, or harder than the regular assignments, but they are worth attempting because they give you a lot of flexibility in how you approach the class deadlines. This is likely the most important grading insight I can offer you.

Q: Great! Anything else?
A: We are picky about proper in-text citations and references in the International Business Department. There is a guide-document (citations.pdf) downloadable on the iLearn site. Use this document as a guide for citations and references. It consists completely of examples of how to cite and reference different sources. It can get you through this class! Your grade will thank you!  ##