

USC Marshall School of Business

BUAD 104: LEARNING ABOUT INTERNATIONAL COMMERCE

Spring 2024

Section # 14489D Lecture (2.0 Units) LInC Program: Madrid

Lecture: Friday 10- 11:50 AM (JFF 416)

Instructor: *Professor Andreas Simon*
Office: *ACC 115 (Leventhal building)*
Office Hours: *Tuesday and Thursday 9- 10 AM (ACC 115) and by appointment*
Email: simona@marshall.usc.edu

COURSE DESCRIPTION

Welcome to Learning about International Commerce - Madrid! This course provides undergraduate level business and accounting insights into the opportunities and challenges faced by business professionals operating in a global environment by focusing on international cultural norms. Successful managers in today's business world must be able to approach issues with a global mindset. This course, designed for freshmen business majors in the Marshall School, focuses on developing a global mindset through hands-on experiential learning, including an international field trip. In this course, you will learn how the business context of a country impacts business practices, business functions, and industries. You will develop an understanding of how culture affects doing business in a country. You will learn about the ways in which businesses can be responsible global citizens and the opportunities for social entrepreneurship in global business. Finally, you will develop a deeper appreciation of career options in various functional areas and industries, in both domestic and international contexts.

The centerpiece of this course is a week-long field study trip to another country to learn about the business, economic, and cultural environment in that country. In addition to the experiential education during the international field study trip, the course will consist of a set of class sessions leading up to the trip, in which major themes related to international business and the business environment of the country you will visit will be discussed. The course will conclude with an integration of the lessons learned about international business from both the class sessions and the experiential education during the international field study trip. This course will provide a learning experience that will expand and broaden your cultural horizons and help you gain an appreciation for how business is conducted across national boundaries.

COURSE OBJECTIVES

Upon completion of this course, you should be able to:

1. Identify fundamental concepts and agencies facilitating global business through fluency in key terms and working knowledge of key agents and operations. (e.g., what are international tariffs, trade agreements, the WTO, etc.).
2. Summarize and explain major trends and issues impacting global business (e.g., ESG, AI, social media, business of sport, etc.).
3. Explain and compare how socioeconomic, political, and cultural differences inform business decisions and practices.
4. Apply intercultural collaboration skills for business success.
5. Analyze business opportunities that international relationships afford (e.g., how to work more effectively in business across cultures, creating an international network, etc.).

LINC and the Marshall Business Curriculum

A major emphasis of the Marshall School Business Curriculum is to prepare students to be successful managers in an international and global business environment. The LINC program is offered during freshman year in order to introduce students to issues of international and global business early in their undergraduate education. Having the foundations of an international and global perspective early on at USC will prepare you to better appreciate the international dimensions of the various business courses and activities you will be participating in during the rest of your years at USC. In addition, LINC will serve to introduce you to many issues that you will be exploring in more detail during the other courses and activities you will be taking part in during your education at Marshall.

During LINC, you will visit companies in another country and will be introduced to real-world examples of some of the functional areas you will learn about in the functional courses at Marshall, such as BUAD 307: Marketing Fundamentals, BUAD 311: Operations Management, and BUAD 306: Business Finance. For example, during the LINC field trip to another country, you will see examples of marketing campaigns, retailing environments, and advertisements. You will also see examples of operations or manufacturing plants in another country.

LINC will help you to better understand some of the Organizational and Cultural issues you will study in BUAD 304: Leading Organizations, particularly issues related to cross-cultural work environments. It will also help prepare you to understand some of the strategic management issues you will discuss in BUAD 497: Strategic Management later in your education at Marshall, particularly those related to Strategy in the International and Global context.

LINC will introduce you to and help reinforce some of the issues you will be studying in the foundational courses at Marshall. In LINC, you will be introduced to the economic environment of another country, which is related to some of the issues you will be studying in your Economics courses at USC, particularly BUAD 352: Macroeconomics for Business. In LINC, you will be writing memos and preparing a group presentation, which relates to the skills you will be developing in the Writing and Business Communications courses at USC.

Finally, LINC will help prepare you for international business courses or experiences that are offered later during your USC education. The Marshall School offers many elective courses to deepen your understanding of International and Global Business, such as Business Communication Across Cultures, International Finance, International Trade and Commercial Policy, Technology-Enabled Global Businesses: Markets and Sourcing, International Business Communication, Cross Cultural Negotiations: Communication and Strategy, Global Leadership, Global Strategy, and Global Marketing Management. Also, LINC helps prepare you for other international travel and study programs which many students participate in later in their USC education, such as International Exchange Programs, Global Summer Internship Programs, International Case Competitions, ExCEL, and Global Brigades @ Marshall.

Organization of LINC Program

There are three phases of the LINC Program:

Phase I – Pre-Trip Preparation

A set of eight pre-trip class sessions takes place before the international field study trip. These sessions will introduce you to a) important issues in international business, b) the business, economic, cultural, political, and institutional environment of the country you will be visiting, and c) business practices, business functions, and industries in the country you will be visiting. **Attendance and active participation at the pre-trip class sessions is mandatory.**

Phase II – International Field Study Trip March Trip: March 8 – March 16 You should expect to travel close to these estimated dates (subject to change): You will spend a week in a country gaining first-hand information about the business, economic/financial, cultural/social, political/regulatory, and institutional

environment of that country. During this week, you will visit companies to learn about how business is conducted in the country. You will also visit sights to learn about the cultural, historic, economic, and institutional environment in which business takes place in the country. In addition, you will be asked to work on experiential exercises as part of the in-country learning. Finally, you will be asked to complete a reflection assignment. **Attendance and active participation at all of these visits and experiential exercises is mandatory.**

Phase III – Integration of Learning from the Course

At the end of the field study trip, your group will prepare a final project integrating the learning from all of the components of the course. A final class session will take place for project presentations and to discuss the lessons learned from the course. **Attendance and active participation at this final class session is mandatory.**

COURSE MATERIALS

The following book is available in the bookstore and online:

- Kaufman, Josh. *The personal MB – Master the Art of Business*, 2020. New York. Penguin. You can access the book free on the [USC library site](#). I will also provide pdfs of the chapters on BB.
- Meyer, Erin. *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*, Public Affairs, 2014. You can access the book free on the [USC library site](#). I will also provide pdfs of the chapters on BB.
- Copies of lecture slides and other class information will be posted on Blackboard. If you have any questions or need assistance with the Blackboard Course Pages, please contact the Marshall HelpDesk at 213-740-3000 (option 2) or HelpDesk@marshall.usc.edu. Alternatively, (213) 740-5555 will get you the USC ITS Help Desk.
- Additionally, you will need access to a computer (either PC or Mac) to complete the exercises and project in this course.

GRADING

The grading for LINC will be Credit/No Credit. In order to receive credit for the course, you must pass each of the following requirements, as follows:

| GRADED ELEMENT | | <u>DELIVERY DATE</u> |
|--|-------|-----------------------------|
| Individual Assignments | | |
| • <i>Class participation & attendance</i> | CR/NR | Before/ during trip |
| • <i>Reflection Assignment</i> | CR/NR | After trip |
| Team Assignments | | |
| • <i>Current issues presentation</i> | CR/NR | Before trip |
| • <i>Company brief or report</i> | CR/NR | Before trip |
| • <i>Experiential exercise during International field study trip</i> | CR/NR | During trip |
| • <i>Final project</i> | CR/NR | After trip |
| TOTAL | | |

Below is a detailed description of each graded element.

Class Participation and Attendance (Individual)

The learning from this course is largely experiential and participation-based. There will be many opportunities to ask questions of speakers and faculty members and engage in discussions with speakers, faculty members, and your fellow students. Those who participate more actively will learn more from the experience. In addition, interactions with guest speakers and members of the business community reflect upon the reputation of USC and the Marshall School, and thus, professionalism and high quality participation in meetings and visits is expected at all times. Your participation will be assessed based on 1) attendance and promptness, 2) alertness and active listening, and 3) participation in discussions and quality of questions asked.

Attendance and Promptness: As opposed to a traditional course that relies on textbooks, readings, and lecture notes, this course is an experiential-based course. The learning in this class comes largely from the activities that take place during the Class Sessions and the experiences during the International Field Study Trip. Given the experiential and participation-based nature of this course, material cannot be made up outside of class and the trip, and attendance is critical to the learning in this course

Attendance at all sessions (the pre-trip class sessions, the visits/activities during the international field study trip, and the final class session) is mandatory. Showing up on time and remaining for the full length of all sessions is expected. Attendance will be taken during each session. If you need to miss a pre-trip class session, you must be excused by your professor in advance, and you are only allowed one excused absence.

Missing more than 1 of the 8 Pre-Trip Class Sessions will result in receiving No Credit for the course. Missing any of the visits/activities during the International Field Study Trip will result in receiving No Credit for the course. Missing the final class session will result in receiving No Credit for the course. Absences for medical reasons may require a note from a physician.

Alertness and Active Listening: Paying full attention at all sessions is expected.

Participation in Discussions and Quality of Questions Asked: Participation in discussions in both the classroom sessions and during the visits/activities on the international field study trip is expected of all students. Asking insightful questions of guest speakers, faculty, and fellow students is also expected. In order to participate actively in the course, it is expected that you will come to all sessions well prepared, having read and thought about assigned material. The quality (not merely quantity) of your participation and questions asked is an important part of your performance in this class.

Open expression and respect for all

An important goal of the educational experience at USC Marshall is to be exposed to and discuss diverse, thought-provoking, and sometimes controversial ideas that challenge one's beliefs. In this course we will support the values articulated in the USC Marshall "[Open Expression Statement](#)."

Current Issues/Hot Topics Presentation (Group)

Each group will prepare a presentation on a current issue in Madrid or Spain. Presentations will be 10-15 minutes with 5 minutes for question and answer. Each team member must have a speaking role. The professor will assign a topic at the beginning of the semester. The team is expected to do extensive research to present the nuances of this issue to the class. The current issue topics are:

| Topic | Some background ideas on the topic |
|-------------------------------|---|
| 1) Impact Investing in Spain | https://www.forbes.com/sites/esade/2021/12/13/impact-investing-trends-in-spain-the-way-forward/?sh=6b226413949c |
| 2) Future of Tourism in Spain | https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/spains-travel-sector-cant-afford-to-wait-to-recover-what-can-stakeholders-do |

| | |
|---|---|
| | https://turismo.gob.es/en-us/estrategia-turismo-sostenible/paginas/index.aspx |
| 3) Future of education in Spain and Ed Tech in Spain | https://eurydice.eacea.ec.europa.eu/national-education-systems/spain/national-reforms-school-education https://www.thelocal.es/20220401/how-spain-is-changing-its-eso-secondary-education-system/ |
| 4) FinTech and the future of finance in Spain/ Madrid | https://www.ie.edu/uncover-ie/how-the-new-world-of-finance-is-putting-madrid-on-the-map/ |
| 5) Agriculture, climate and the 'business of food' trends in Spain | https://www.investinspain.org/content/icex-invest/en/noticias-main/2022/future-farm.html https://www.euractiv.com/section/agriculture-food/news/spain-views-carbon-farming-as-a-climate-solution/ |
| 6) <u>Sustainability and Net zero Spain</u> | https://www.mckinsey.com/capabilities/sustainability/our-insights/net-zero-spain-europes-decarbonization-hub https://www.nationalgeographic.com/science/article/partner-content-setting-standard-for-sustainability |
| 7) Tech and the future of Entertainment: Film, Sport and Social Media trends in Spain | https://variety.com/2021/film/global/spain-production-hub-1235014081/ https://newsroom.cisco.com/c/r/newsroom/en/us/a/y2022/m03/raising-the-game-for-real-madrid-fans-and-the-sports-industry.html |
| 8) The future of technology and data in Spain: Artificial intelligence (AI) | https://www.politico.eu/article/hungry-for-rules-spain-to-test-europes-artificial-intelligence-law-ahead-of-time/ https://www.aa.com.tr/en/europe/spain-to-invest-720m-in-artificial-intelligence/2063555 https://www.bbva.com/en/publicaciones/spain-artificial-intelligence-advances-challenges/ |

Company Brief/Report (Group)

Each group will prepare a briefing paper related to one of the companies that you will visit during the trip. This briefing paper will include your discussion and analysis of the company's situation as well as the industry in which the company competes. Although this briefing paper may include discussion and analysis of the company and industry globally, it should focus on discussion and analysis of the company and industry in your LInC country. The briefing papers from all of the groups will be assembled and posted in a folder on Blackboard. It is expected that before the trip you will read all of the briefing papers contained in this folder. When we visit each company, each of you will already have some basic knowledge about the company and its industry from the briefing papers and, therefore, can ask more insightful questions of the speakers.

Experiential Exercises During International Field Study Trip (Group)

During the International Field Study Trip, there will be one experiential exercise to complete. The following are three examples of the types of experiential exercise you will complete – you will be asked to complete one exercise similar to these examples. Additional guidelines for the experiential exercise your group will complete during the trip will be distributed by your professor.

Joint Learning Activity with Students from Another University: Your class may visit a major university during the trip and meet with students from that university. During this visit, your group may team up with a group from the local university and be given some time to analyze together a case study or engage in some other joint learning activity. Each cross-national team would then present their analyses and conclusions to the faculty and all of the other student teams.

Observational Exercise: You may be given some time during the trip to observe how people live, work, or shop in another country. For example, you could visit shops, stores, and malls in order to observe and analyze the retailing, sales, and marketing environment in another country. Your group would then prepare a presentation with your observations and analyses of how people live, work, or shop in the country you are visiting and how this compares with how people live, work, or shop in the United States. You would deliver this presentation to the faculty and other students during the trip.

Global Citizenship Exercise: Your class may visit a community organization (such as a grammar school or an environmental organization), an NGO, or a social entrepreneurship organization and meet with representatives from this organization to discuss the responsibility of businesses and business people in contributing to the communities in which they operate. You would be given some time to observe the work of this organization and, if appropriate, participate in an activity related to this organization. For example, if visiting a grammar school, you might spend some time meeting with and tutoring the students in English.

Reflection Assignment (Individual)

During the International Field Study Trip, you will be asked to complete an individual reflection assignment. This reflection assignment will allow you to make sense of, synthesize, and integrate the experiential learning during the trip. In this assignment, you should reflect upon and articulate the learning and insights that you are experiencing and gaining during the course of the international field study trip.

Final Project (Group)

After the International Field Study Trip, a final group project is due. This project should analyze and draw conclusions about the key lessons, takeaways, and insights that came out of the LINC program related to a) global/international business, b) the cultural/economic/historical/political/ institutional environment of the country you visited, and c) doing business, business functions, and industries in the country you visited. The project should integrate both theoretical and practical insights and should synthesize learning from both the Pre-Trip Class Sessions and the International Field Study Trip. In this assignment, we are challenging you to think deeply about what you learned in this course and what you gained from having taken it. We encourage you to have fun with this assignment and be creative in the format of your final project. Using multimedia for the final project is encouraged.

Additional Assignment Parameters

Sources of Data

In completing the assignments for this course, you will need to do research about the country to which you will be traveling and the company and industry that you will analyze for the company briefing paper. The USC library system has substantial amounts of online and print reference material related to international business and various countries around the world. The USC Librarians have developed a Library Research Guide for International Business, which contains references to data and information relevant to LINC. Please consult these international business data and information resources, which can be accessed through the USC Libraries web pages at <http://libguides.usc.edu/intlbiz/>. Near the top of this international business

page are a set of tabs with many different countries listed. Please select the tab with your LInC country for sources of data and information specific to that country. Please select the "Home" tab for general sources of international business data and information.

In addition to online and library sources of data, you will have opportunities during the International Field Study Trip to gain access to primary sources of data. You will gain first-hand information about international business and the country to which you are traveling through the company visits, experiential exercises, and cultural activities that make up the International Field Study Trip.

Mechanics and Clarity

Your written assignments should be free of spelling, punctuation, or grammar errors. Significant errors in mechanics, including design mechanics, that reduce the effectiveness of the communication may result in a non-complete of that assignment.

Where a bibliography, reference notes, or other stylistic requirements are used, the information must conform to a standard style manual (typically APA as a starting point for business). We will discuss unique variations, such as on decks, which likewise require explicit citation (even if in a truncated form).

Collaboration policy (for non- exam assignments).

Students are permitted and encouraged to discuss with others their ideas for completing assignments (e.g. homework and project); however, once a student begins writing the deliverable, all work must be individual and independent. Students may not seek help from anyone outside the class, including but not limited to former students of this course, friends and family, tutors, and online forums. Students may consult course materials and web resources. Students may not post anything related to the assignments online. Failure to abide by the above guidelines may constitute a case of suspected plagiarism or cheating, which will be reported and investigated. Please see the "Academic Integrity and Conduct" section below for further details. For more information about unauthorized collaboration, visit <https://libraries.usc.edu/tutorial/academic-dishonesty> or http://lib-php.usc.edu/tutorials/academic-dishonesty/story_html5.html.

GRADING POLICIES

The grading for LINC will be Credit/No Credit. In order to receive credit for the course, you must pass all of the course requirements.

Given that this course is based on experiential learning, attendance and active participation at all sessions during all 3 phases of the LINC Program is expected. **In order to receive credit for the course, you must pass all of the above six components of the course requirements. Failing to pass any one of these six components will result in receiving No Credit for the course.** For example, failing to pass the class participation and attendance component of the grade will result in receiving No Credit for the course.

At the end of the course, you will complete peer evaluations of the members of your team. In order to receive credit for the course, you must contribute fairly to the group assignments. Assessments of individual student contributions to group assignments are done by the instructor, based on his/her observations of the team's working dynamics, assessment of the team's project quality, and thoughtful consideration of the information provided through your peer evaluations.

Pre-Trip Evaluation of Performance

Your performance in the class will be evaluated prior to the departure of the international field study trip, by February 29 for March trips. Those students who are not passing the course based on the work completed by that time (such as Class Attendance and Participation, Individual and group assignments) will receive No Credit for the course and will not be allowed to travel on the international field study trip. After January 31 for March trips, and after February 21 for May trips, none of the travel fee is refundable. Therefore,

students who receive No Credit for the course and are not allowed to travel will not receive any refund of the travel fee.

Different Levels of Passing Grades (Credit) for the Course

Passing grades will be broken down into High Pass, Pass, and Low Pass depending on your level of performance in the class. When you apply to participate in other Marshall School programs and opportunities in the future (such as domestic trips, ExCEL, case competitions, International Exchange Programs, etc.), whether you received a High Pass, Pass, or Low Pass in this course will be factored into your ranking in being considered for these other programs. For example, those who received a High Pass in this course will be given higher priority in being considered for these other programs. Also, future recommendation letters from your LInC faculty or the Marshall School Undergraduate Program Office will be influenced by whether you received a High Pass, Pass, or Low Pass in this course. While your transcript will only show whether you received credit or not for the course, the Marshall School will maintain a record of whether you received High Pass, Pass, or Low Pass in this course. They will be determined as follows:

High Pass

1. Active and consistent participation in the Pre-Trip Class Sessions and the International Field Trip activities/visits, with insightful questions and comments.
2. Consistently very high levels of preparation for class sessions and activities/visits.
3. Superior and sophisticated understanding, insights, and syntheses of the course material as reflected in the Memos, Quizzes, Reflection Assignment, and Class Discussions.
4. Superior understanding and integration of the course material as reflected in the group assignments (i.e., the Company Briefing Paper, Experiential Exercises During International Field Study Trip, and the Final Project).
5. Proactive and very high levels of involvement in the group assignments.
6. Very high levels of professionalism manifested in interactions with speakers and other contacts met in class sessions and during the trip.

Pass

1. High levels of alertness in the Pre-Trip Class Sessions and the International Field Trip activities/visits, with moderate amounts of participation as reflected in questions and comments.
2. Very good levels of preparation for class sessions and activities/visits.
3. Solid understanding, good insights, and good syntheses of the course material as reflected in the Memos, Quizzes, Reflection Assignment, and Class Discussions.
4. Solid understanding and good integration of the course material as reflected in the group assignments (i.e., the Company Briefing Paper, Experiential Exercises During International Field Study Trip, and the Final Project).
5. Very Good levels of involvement in the group assignments.
6. High levels of professionalism manifested in interactions with speakers and other contacts met in class sessions and during the trip.

Low Pass

1. Attending all of the Pre-Trip Class Sessions and the International Field Trip activities/visits, with minimal questions and comments.
2. Good levels of preparation for class sessions and activities/visits.
3. Basic understanding of the course material as reflected in the Memos, Quizzes, Reflection Assignment, and Class Discussions.
4. Basic understanding of the course material as reflected in the group assignments (i.e., the Company Briefing Paper, Experiential Exercises During International Field Study Trip, and the Final Project).
5. Acceptable levels of involvement in the group assignments, but less involvement than other group members.
6. Professionalism manifested at all times in interactions with speakers and other contacts met in class sessions and during the trip.

Reasons for Receiving No Credit for the Course

Level of Academic Performance:

1. **Failing to receive a passing grade in any one of the six components of the grade** (i.e., 1) class participation and attendance, 2) group presentations 3) the company briefing paper, 4) the experiential exercises, 5) the reflection assignment, and 6) the final project) will result in receiving No Credit for the course.
2. **Failing to submit assignments on time** will result in receiving No Credit for the course.
3. **Failing to demonstrate a basic understanding of the course material** as reflected in memos, quizzes, the reflection assignment, class discussions, and group assignments will result in receiving No Credit for the course.
4. **Failing to contribute to the group assignments** (i.e., the Company Briefing Paper, Experiential Exercises During International Field Study Trip, and the Final Project) will result in receiving No Credit for the course.

Attendance and Participation:

1. **Missing more than 1 of the 8 Pre-Trip Class Sessions** will result in receiving No Credit for the course. If you need to miss one of the pre-trip class sessions, you must be excused by your professor in advance, and you are only allowed one excused absence. In addition, you are responsible for making sure you understand the material that was covered during the missed session and must prepare a one to two page paper summarizing the material covered and lessons learned during that session.
2. **Missing any of the visits/activities during the International Field Study Trip** will result in receiving No Credit for the course.
3. **Missing the final class session (at the end of or after the trip)** will result in receiving No Credit for the course.
4. **Behaving unprofessionally during class sessions or visits/activities during the International Field Study Trip** such as sleeping during sessions, being disruptive during sessions (e.g., arriving late, coming and going during sessions), and failing to respond to questions and feedback will result in receiving No Credit for the course.
5. **Students who consistently come to class unprepared** will receive No Credit for the course.

Expectations Regarding Student Conduct on the International Field Trip

During the trip, you are a representative of USC and your actions reflect upon the reputation of the school. Therefore, you are expected to behave professionally at all times and be an exemplary Ambassador of the USC Marshall School of Business.

As is the case with all USC study abroad programs, all *SCampus* policies and the University Student Conduct Code are in effect during the international field trip, from the time you arrive at LAX at the start of the trip until the end of the trip. The University Policy on Alcohol and Other Drugs also applies throughout the international field trip.

Throughout all phases of this course (the pre-trip class sessions, the international field study trip, and the final class session), you are expected to adhere to all SCampus policies (see <http://policy.usc.edu/student/scampus/>), including the University Student Conduct Code and the University Policy on Alcohol and Other Drugs. Violations of these policies during any phase of this course will result in receiving No Credit for the entire course. In addition, violations of these policies will be referred to the USC Student Judicial Affairs and Community Standards office (see <https://sjacs.usc.edu/students/>). Finally, violations of these policies during the trip will subject you to being required to return home early from the trip at your own expense.

COURSE OUTLINE AND DELIVERABLES

| Date | Topic | Reading Due | Assignment Due (ALL are due BEFORE class unless specially noted) |
|----------------------|---|---|--|
| SESSION ONE | | | |
| Jan 12 | <p>Intro to the course goals and mechanics.</p> <p>What are the five parts of every business, and how to evaluate a market (local or global).</p> <p>Intro to Madrid</p> | <input type="checkbox"/> READ 1: Syllabus (on Bb) <input type="checkbox"/> SKIM: Chapter 1 Value Creation in Personal MBA book (pdf is on BB) | |
| SESSION TWO | | | |
| Jan 19 | <p>Key international agencies and operations: What people, positions, and practices are the nuts and bolts facilitating global business?</p> <p>Key facilitating features in-country: How would you market a product in Los Angeles, USA vs. Madrid Spain?</p> | <input type="checkbox"/> READ 2: see BB <input type="checkbox"/> SKIM: Chapter 2 Marketing in Personal MBA book (pdf is on BB) | |
| SESSION THREE | | | |
| Jan 26 | <p>Major trends: What are hot-button issues being debated/explored right now in international business?</p> <p>Major issues: How would you sell a product in Los Angeles, USA vs. Madrid Spain?</p> | <input type="checkbox"/> READ 3: see BB <input type="checkbox"/> SKIM: Chapter 3 Sales in Personal MBA book (pdf is on BB) | <input type="checkbox"/> Groups 1-3 Present Current Issues <input type="checkbox"/> Upload presentation outline and Slide Deck to Bb before class |
| SESSION FOUR | | | |
| Feb 2 | <p>Engaging a global mindset: How does culture and context inform and affect global business/working and doing business in a different country?</p> <p>How would you create value in a global market? How do you measure the financial success of your business?</p> | <input type="checkbox"/> READ 4: see BB <input type="checkbox"/> SKIM: Chapter 4 Value Delivery in Personal MBA book (pdf is on BB) <input type="checkbox"/> SKIM: Chapter 5 Finance in book (pdf is on BB) | <input type="checkbox"/> Groups 4-6 Present Current Issues <input type="checkbox"/> Upload presentation outline and Slide Deck to Bb before class |
| SESSION FIVE | | | |
| Feb 9 | <p>Career talk: How to position this course/trip for your future career interests</p> <p>International networking: What tools, skills, and habits will help you collaborate with international business stakeholders?</p> | <input type="checkbox"/> READ 5: see BB <input type="checkbox"/> SKIM: Chapter 6 Human Mind in Personal MBA book (pdf is on BB) | |
| SESSION SIX | | | |
| Feb 16 | <p>Cross-Cultural communication in the ELC</p> | <p>I will provide more info closer to the date</p> <p><input type="checkbox"/> SKIM: Ch 1. Culture Map</p> | |
| SESSION SEVEN | | | |

| | | | |
|----------------------------|---|---|---|
| Feb 24 | Team company brief presentations | <input type="checkbox"/> READ 7 see BB: <input type="checkbox"/> SKIM: Chapter 7 Working with yourself in Personal MBA book (pdf is on BB) | <input type="checkbox"/> ALL Groups Present Company Brief <input type="checkbox"/> Upload presentation outline and Slide Deck to Bb before class |
| SESSION EIGHT | | | |
| March 1 | Trip talk /Travel prep discussion | <input type="checkbox"/> READ 8: <input type="checkbox"/> SKIM: Chapter 8 Working with others in Personal MBA book (pdf is on BB) | <input type="checkbox"/> Ensure all travel requirements are individually met (documentation, medication, luggage, etc.) and seek help from the program office if needed BEFORE this final class session. |
| ON-SITE MID-TRIP | | | |
| March 10-16 | Site visits, cultural experiences, and meetings | <input type="checkbox"/> Daily re-read the company briefs prior to our site visits/meetings | <input type="checkbox"/> Complete experiential assignment |
| ON-SITE END OF TRIP | | | |
| March 29 | Trip review | <input type="checkbox"/> | <input type="checkbox"/> Final presentations (Group Project) <input type="checkbox"/> Upload final reflection assignment within 48 hours of trip completion. |

Changes to the syllabus. The faculty reserves the right to make changes to the course syllabus and course calendar. In the event that changes become necessary, students will be notified through Blackboard email and announcement.

ADDITIONAL INFORMATION

Retention of Graded Coursework

Final exams and all other graded work which affected the course grade will be retained for one year after the end of the course *if* the graded work has not been returned to the student. If I returned a graded paper to you, it is your responsibility to file it.

Technology Policy

Laptop and Internet usage is not permitted during academic or professional sessions unless otherwise stated by the respective professor and/or staff. Use of other personal communication devices during academic or professional sessions is considered unprofessional and is not permitted. ANY e-devices (cell phones, tablets, other texting devices, laptops) must be completely turned off during class time. Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom. Videotaping faculty lectures is not permitted due to copyright infringement regulations. Audiotaping may be permitted if approved by the professor. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class. Exceptions to this policy may be granted to individual students with appropriate documentation on a case-by-case basis.

Use of Recordings

Pursuant to the USC Student Handbook (www.usc.edu/scampus, Part B, 11.12), students may not record a university class without the express permission of the instructor and announcement to the class. In addition, students may not distribute or use notes or recordings based on University classes or lectures without the express permission of the instructor for purposes other than personal or class-related group study by individuals registered for the class. This restriction on unauthorized use applies to all information that is distributed or displayed for use in relationship to the class.

STATEMENT ON ACADEMIC CONDUCT AND SUPPORT SYSTEMS

Academic Conduct:

Students are expected to make themselves aware of and abide by the University community's standards of behavior as articulated in the [Student Conduct Code](#). Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct at <http://policy.usc.edu/scientific-misconduct>.

Students with Disabilities

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call studenthealth.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call. suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call. studenthealth.usc.edu/sexual-assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086 eeotix.usc.edu
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298. usc-advocate.symplicity.com/care_report
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - (213) 740-0776. osas.usc.edu
OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 821-4710 campussupport.usc.edu Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as

a student.

Diversity, Equity and Inclusion - (213) 740-2101. diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu. Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu. Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)
ombuds.usc.edu A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - (323) 442-3340 or otfp@med.usc.edu
chan.usc.edu/otfp Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

Emergency Preparedness/Course Continuity

In case of a declared emergency if travel to campus is not feasible, the *USC Emergency Information* web site (<http://emergency.usc.edu/>) will provide safety and other information, including electronic means by which instructors will conduct class using a combination of USC's Blackboard learning management system (blackboard.usc.edu), teleconferencing, and other technologies.

For additional information, you may use any of the following

- USC Emergency UPC Phone – (213) 740-4321
- Download LiveSafe Mobile Safety App – <https://dps.usc.edu/services/safety-app/>
- Sign up for TrojansAlert – <https://member.everbridge.net/index/892807736725448#/login>