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<b>GLP Staff:</b>	Mayra Abrams <i>Associate Director Office of Undergraduate Student Affairs</i>	Hannah Neal <i>Assistant Director Undergraduate Career Services</i>
<b>GLP Student Leaders:</b>	Charlie Brunhold Kruti Dharsandiya Sarah Samere	
<b>Class Time:</b>	Fridays: 10:00 a.m. to 11:50 a.m. Classroom: JFF LL105	

## **COURSE OVERVIEW AND OBJECTIVES**

BUAD 102 is a continuation of BUAD 101 Global Leadership Program. In BUAD 102 we add the “G” to GLP. BUAD 102 focuses on two of the most important challenges facing business executives today: global leadership and the globalization of business activities. The course is designed to provide insights into the opportunities and challenges faced by global business professionals in leading and managing business enterprises in a global environment. We will continue to learn from each other and from a variety of learning experiences. Together, we will meet global executives who work in, and manage, global firms. We will develop conclusions and opinions about globalization as a phenomenon, and learn about cross border trade and investment, and the opportunities globalization and cross-border commerce offers business.

What makes GLP Spring different from GLP Fall, is that we will travel to Thailand for a week in March. The international experiential trip is a *required* component of BUAD 102. We will immerse ourselves in the business and cultural environment in Thailand. We will visit companies, have discussions managers and leaders of companies in Thailand, and engage in cultural activities; all with the objective of helping you take important steps to becoming a global leader.

Through course lectures and guest speakers the course offers much more than the opportunity for adventure and personal enrichment. It will focus on the global business skills necessary to successfully lead companies, teams, and people in a global setting. This course has as its objective providing a learning experience which will expand and broaden your cultural horizons, and help you gain an appreciation for how business is conducted across national boundaries.

Awareness of, and sensitivity to, cultural differences and diversity will be another important theme. By definition, our own “personal culture” is how we behave when we are not consciously thinking about how we are behaving. Most of us are not aware, or are not aware enough, of how our own culture colors our perception of our world and influences our decisions. We all need to make this a focus of our time and energy. We can change our own culture and behavior.

An additional important objective of this course is to broaden your perspective on international business issues. We hope that it will offer insights and information that will allow you to make better choices regarding your academic programs at USC (i.e., possibly enrolling in courses in international history, politics, and languages or participating

in international internships, etc.) and to help you begin the long-term process of developing your own international leadership capabilities.

GLP Spring will have four core components:

- **Understanding globalization, global business, and global leadership.** We will develop conceptual frameworks for thinking about how to “do” global business. This will include discussing the pros and cons of globalization and cross-border connectivity that has increasingly characterized economies in the last 5-6 decades. Our objective is for you to develop evidence-based opinions about globalization and global business, and lenses for finding potential global business opportunities
- **Conversations with global business experts.** We have invited global business and Thailand experts to serve as guest speakers during different sessions.
- **Learning about “doing business” in Thailand.** We will have some focused learning sessions on Thailand. These country-specific sessions will focus on learning and understanding important information about the history, culture, and business environment of Thailand.
- **International experiential program – Thailand.** The capstone learning experience in GLP Spring will be our week-long immersion into the business community in Thailand. We will engage in significant prework in advance of our trip.

## REQUIRED MATERIALS

Course Website: <https://brightspace.usc.edu/>

Articles and links to articles will be posted to Brightspace. Occasionally, supplementary articles will be distributed in class. *You should make it a habit of checking Brightspace regularly to look for newly posted materials.* These posted materials and readings should be carefully prepared before our weekly Friday session.

## COURSE EVALUATION AND GRADING POLICIES

This course is graded on a Credit/No Credit basis.

Class participation and attendance	Credit/No Credit
Quizzes and assignments (individual)	Credit/No Credit
Company briefing report (team)	Credit/No Credit
Thailand pre-trip “research” presentations (team)	Credit/No Credit
GLP leadership development final poster (individual)	Credit/No Credit
International trip participation and professionalism	Credit/No Credit

Failure to receive credit in any single component of this course will result in No Credit for the entire course. Students may be required to resubmit work that is considered substandard. While this course is reported on your official transcript as a Credit/No Credit course, students who get Credit will earn different levels of passing.

<b>High Pass</b>	Students earning a High Pass in the course will receive a positive recommendation for participation in future USC Marshall international programs such as GLP Summer Internship, International Exchange Program (IEP), ExCEL, etc.
<b>Low Pass</b>	Students earning a Low Pass in the course will not be recommended for future USC Marshall international programs such as GLP Summer Internship, International Exchange Program (IEP), ExCEL, etc.
<b>No Credit</b>	Students earning NO PASS in the course will earn a grade of No credit and will receive a negative recommendation for participation in future USC Marshall international programs such as GLP Summer Internship, International Exchange Program (IEP), ExCEL, etc.

Below are examples of High Pass, Low Pass and No Credit behaviors.

### Excellent Performance - High Pass

- Contributes information relative to topics discussed
- Accurately exhibits knowledge of assignment content
- Demonstrates excellent listening by remaining on “same page” as rest of class as demonstrated by comments
- Brings up questions that need to be further explored

- Clarifies points that others may not understand
- Actively participates in simulations and classroom exercises
- Demonstrates ability to apply, analyze, evaluate, and synthesize course material
- Demonstrates willingness to take risk in attempting to answer unpopular questions
- Sits at the front of the room during class and at corporate visits
- Demonstrates high quality professionalism at all times
- Perfect on time attendance

Students earning HIGH PASS in the course will receive a positive recommendation for participation in future USC Marshall international programs such as GLP Summer Internship, International Exchange Program (IEP), ExCEL, etc.

#### **Marginal Performance – Low Pass**

- Misses one or more class sessions for non-emergency reasons
- Participates in group discussion only when solicited
  - occasional input, often irrelevant, unrelated to topic
  - reluctant to share info
  - not following flow of ideas
  - personal application only
- Demonstrates marginal knowledge of course material
- Repeats information heard from others without synthesis
- Attends class but is late or unprepared
- Consistently sits at the back of the class or room and is often unengaged in class activities/discussions
- Sleeps in class or during executive presentations
- Exits and re-enters room during guest speakers or during corporate visits
- Shows little interest in topics of discussion

Students earning a LOW PASS in the course will receive a negative recommendation; recommending that the student not be permitted to participate in future USC Marshall international programs such as the GLP Student Internship, International Exchange Program (IEP), ExCEL, etc.

#### **Unacceptable Performance – No Credit**

- Fails to participate even when specifically asked - gives no input
- Does not demonstrate knowledge of readings
- Shows up to class; does nothing, is a distraction to others
- Behaves toward others in disruptive fashion, for example, sarcastic comments aimed at others
- Misses multiple class sessions
- Demonstrates behaviors unacceptable to the University of Southern California
- Failure to turn in required course work

Students earning NO PASS in the course will earn a grade of No credit and will receive a negative recommendation for participation in future USC Marshall international programs such as the GLP Student Internship, International Exchange Program (IEP), ExCEL, etc.

#### **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.** That is, 1) class participation and attendance, 2) quizzes, 3) the company briefing report, 4) pre-trip team “research” on some dimension of Bangkok, 5) the GLP leadership development poster, and 6) international trip participation and professionalism, 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, 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 Report, Experiential Exercises during International Field Study Trip) will result in receiving No Credit for the course.

##### **Attendance and Participation:**

1. **Missing more than one (1) of the 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 receive prior permission from your professors. *Please email both faculty members when requesting an excused absence.* Reaching out to a GLP student

leader is not a method to request an 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 part or all of any of the visits/activities during the International Field Study Trip** will result in receiving No Credit for the course.
3. **Missing the final GLP Poster Day** will result in receiving No Credit for the course.
4. **Behaving unprofessionally during class session 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.

**Behavior:** As part of this trip, you are a representative of the USC Marshall School of Business and your behavior during the trip affects the reputation of USC and the Marshall School. Therefore, you are expected to behave professionally during the trip. Inappropriate and unprofessional behavior during the trip (e.g., rude behavior during company visits, drunkenness, etc.) will result in receiving No Credit for the course.

### **Implications of Receiving No Credit in the Course**

Anyone who does not pass the components of the course before the international field study trip will not be allowed to travel on the trip. The fee you pay for the international field study trip does not cover the full cost of the trip. Part of the cost of the trip is being covered by a subsidy. Anyone who receives no credit for the course will have their subsidy of the trip cost revoked and will be required to pay the full cost of the trip.

### **Pre-Trip Evaluation of Performance**

Your performance in the class will be *evaluated* prior to the departure of the international field study trip *no later than March 1*. Those students who are not passing the course based on the work completed by that time (such as Class Attendance and Participation, Quizzes, Team Assignments, and the Company Briefing Report) will receive No Credit for the course and will not be permitted to travel on the international field study trip. Per your signed program agreement:

1. If a student withdraws from the program before December 1, 2024, they may recover a refund of the program costs LESS a \$400 non-refundable deposit.
2. If a student withdraws or is removed from the program between December 1, 2024, and January 31, 2025, 60% of their travel fee is non-refundable.
3. If a student withdraws or is removed from the program after January 31, 2025, 100% of their travel fee is non-refundable.

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

### **Expectations Regarding Student Conduct on the International Field Trip**

During the trip to Thailand, 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 be aware of and abide by the University community's standards of behavior as articulated in the [Student Conduct Code](#). Violations of these policies during any phase of this course will result in receiving No Credit for the entire course.

**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. iPads (flat on desk) are acceptable for note-taking purposes.

**AI Policy:**

Since creating, analytical, and critical thinking skills are part of the learning outcomes of this course, all assignments should be prepared by the student working individually or in groups. Students may not have another person or entity complete any substantive portion of the assignment. Developing strong competencies in these areas will prepare you for a competitive workplace. Therefore, using AI-generated tools is prohibited in this course, will be identified as plagiarism, and will be reported to the Office of Academic Integrity.

**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](https://www.marshall.usc.edu/open-expression-statement)" (<https://www.marshall.usc.edu/open-expression-statement>).

## COURSE ASSIGNMENTS

**Company Briefing Report.** For the companies we will visit in Thailand, we will assign teams—one to each company—to write a "Company Briefing Report" that will provide appropriate information to all class members in preparation for the on-site visit. Details about the research content, format and length of the Company Briefing Report will be provided in class. Using these Company Briefing Reports, we will expect each class member to be fully prepared for the on-site visits and be able to engage in intelligent discussion about each company's current status, role in international trade, etc. Teams preparing the reports will also verbally brief us on the bus trip to the companies.

**Pre-trip "research" projects.** Everyone will be assigned to a team to prepare "helpful information" reports for their colleagues to use on their trips. More specific details will be given in class. These reports will include research on restaurants, evening activities, key sites to visit during free time, etc. Providing the information in digital format for use on the trips is expected.

**Quizzes.** Several short quizzes are scheduled for our course. They will cover lecture materials and assigned readings prior to the quiz, and any readings assigned for that specific class session. Questions will also include sessions where we interact with global business executives. Be prepared. Keep up with your reading.

**Final GLP Poster.** Everyone will prepare a poster synthesizing the own GLP journey. Creativity, imagination, and brevity are encouraged. Our poster day will take on March 28<sup>th</sup> in session 9. This session will allow to view and discuss these posters with each other.

## 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 Gaughan & Tiberti Business Library has developed a set of international resources specifically for GLP/LINC with references to relevant sources of data available through the university. Please consult these international resources, which can be accessed through the website at <http://www.marshall.usc.edu/library>.

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.

## **USC STATEMENT ON ACADEMIC CONDUCT AND SUPPORT SYSTEMS**

### **Academic Integrity:**

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the [USC Student Handbook](#). All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

Academic dishonesty has a far-reaching impact and is considered a serious offense against the university. Violations will result in a grade penalty, such as a failing grade on the assignment or in the course, and disciplinary action from the university itself, such as suspension or even expulsion.

For more information about academic integrity see the [student handbook](#) or the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#).

Please ask your instructor if you are unsure what constitutes unauthorized assistance on an exam or assignment or what information requires citation and/or attribution.

### **Students and Disability Accommodations:**

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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](mailto:osasfrontdesk@usc.edu).

#### **Student Financial Aid and Satisfactory Academic Progress:**

To be eligible for certain kinds of financial aid, students are required to maintain Satisfactory Academic Progress (SAP) toward their degree objectives. Visit the [Financial Aid Office webpage](#) for [undergraduate-](#) and [graduate-level](#) SAP eligibility requirements and the appeals process.

#### **Support Systems:**

[Counseling and Mental Health](#) - (213) 740-9355 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

[988 Suicide and Crisis Lifeline](#) - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across

the United States. The Lifeline consists of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

[Relationship and Sexual Violence Prevention Services \(RSVP\)](#) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

[Office for Equity, Equal Opportunity, and Title IX \(EEO-TIX\)](#) - (213) 740-5086

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) 740-2500

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 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) 740-0411

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

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

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) 442-1200 – 24/7 on call

Non-emergency assistance or information.

[Office of the Ombuds](#) - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

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) 442-2850 or [otfp@med.usc.edu](mailto:otfp@med.usc.edu)

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

## Global Leadership Program (GLP) Schedule (Tentative)

Date	Topics and Activities	Attire	Readings/Preparation Deliverables
<b>Week 1</b> January 17	<b>Adding the “G” to the GLP Leadership Program</b> – Plotts and Callahan  <b>Guest Speaker:</b> Amy Diamond, USC CIO	Business Casual	How Global Assignment (excel) <i>Read:</i> Bhambri, “Global Strategy: Understanding the game”
<b>Week 2</b> January 24	<b>Global Business: Why is it Important? Globalization and Deglobalization</b> Dean Garrett	Business Casual	
<b>Week 3</b> January 31	<b>ELC Cross Cultural Virtual Team</b> Global Business Simulation	Student Casual	Quiz (Brightspace) due before class
<b>Week 4</b> February 7	<b>Global Economy: US-China Relations and the Implications for the World</b> Dean Garrett	Business Casual	
<b>Week 5</b> February 14	<b>Thailand 1 – History of Thailand</b> GPP Thailand Experts	Student Casual	Pre-Reading on Thailand (Brightspace) Quiz (Brightspace) due before class
<b>Week 6</b> February 21	<b>Thailand 2 - Thailand: Business and Cultural Environment</b> GPP Thailand Experts	Student Casual	
<b>Week 7</b> February 28	<b>Thailand 3 – Thai Business Culture/Activities</b>	Student Casual	Group Presentations
<b>Week 8</b> March 7	<b>Thailand 4 – “Know Before You Go” Trip Talk</b>	Student Casual	Company Briefing Assignment (Team) & Thai Alumni Research (Individual)
<b>GLP Experiential Trip to Bangkok</b> - The group must arrive at LAX the night of Thursday, March 13. The GLP group will arrive in Bangkok on Saturday, March 14 and return on Saturday, March 22.			
<b>Week 9</b> March 28	<b>Final Poster Session &amp; Group Presentations</b>	Student Casual	Final Poster (Individual)

Quizzes: Quizzes will cover any and all material covered in class prior to the session, and any articles assigned for reading for that session. Be prepared for quizzes in your trip classes, too.