

**RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE**

Global Strategic Management – BUSI 194

I. Basic Course Information

- A. Course Number and Title: Global Strategic Management, BUSI 194
- B. New or Modified Course: New
- C. Date of Proposal: Spring 2016
- D. Effective Term: Fall 2016
- E. Sponsoring Department: Business and Public Service
- F. Semester Credit Hours: 3
- G. Weekly Contact Hours: 3 Lecture: 3
 Laboratory: 0
 Out of class student work per week: 6
- H. Prerequisites/Corequisites: None
- I. Laboratory Fees: None
- J. Name and Telephone Number or E-Mail Address of Department Chair at time of approval: Pattiann Kletz, pkletz@raritanval.edu

II. Catalog Description

To create a successful global strategy, managers must understand how such a plan is formulated and implemented. This course provides an understanding of contemporary issues and challenges caused by global strategies and organizations. Through the examination of globalization's diverse nature, students will explore the interaction and interconnection of the global business with the political, economic, social / cultural, technological, industrial and natural environments.

III. Statement of Course Need

- A. This course provides students with the skills to understand how businesses make decisions to increase long-term performance. Global Strategic Management is a necessary part of the International Business Program in order to round out the

student's skill set by adding the long-run component. Strategic management, encouraged by increased global connections, is an important way for businesses to keep track of international changes and how they affect the firm.

- B. This course does not have a lab.
- C. This course generally transfers as a Business elective.

IV. Place of Course in College Curriculum

- A. Free elective
- B. This course meets a Business Elective.
- C. The course meets a program requirement for the International Business Option in Business Management AAS Degree, International Business Option in Business Administration AS and International Business Certificate Programs.
- D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. Basic Concepts of Global Strategic Management
- B. Global Corporate Government
- C. Social Responsibility and Ethics in Global Strategic Management
- D. Global Environmental Scanning and Industry Analysis
- E. Internal Scanning: Organizational Analysis
- F. Global Situation Analysis and Global Business Strategy
- G. Global Corporate Strategy
- H. Functional Strategy and Strategic Choice
- I. Organizing for Global Action
- J. Staffing and Directing
- K. Evaluation and Control

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:

At the completion of the course, students will be able to:

1. Analyze and interpret information from various and diverse sources, and points of view in order to gain knowledge in the subject area. (GE 5, IL)
2. Explain orally and in writing their points of view regarding global strategic management. (GE 1)
3. Analyze cultural differences that impact global business. (GE 8)

B. Course Learning Outcomes:

At the completion of the course, students will be able to:

1. Analyze the impact of globalization over organizations and people when formulating and implementing global strategies.
2. Describe what it means to be a manager in a global environment.
3. Examine the issues a manager must consider when planning and executing global strategies.

C. Assessment Instruments

1. Research papers
2. Examinations
3. Case study analysis

VII. Grade Determinants

The student's grade will be determined using the following:

- A. essays
- B. projects
- C. tests
- D. presentations

Given the goals and outcomes described above, the primary methods for teaching and learning that may be used in the course:

- A. Lecture/discussion
- B. Guest speakers
- C. Individual and Small-group work
- D. Student's written and oral presentations

VIII. Texts and Materials

Suggested textbook - :Wheelen, Hunger, Hoffman and Bamford, *Strategic Management and Business Policy*, Person, latest edition

Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.

IX. Resources

In addition to a regular classroom, this course will require the use of the Internet and the library.