



<http://www.csuci.edu/ira/index.htm>

Application
Instructionally Related Activities Funds Request
2013-2014 Academic Year

DEADLINES: Application Submitted to AVP:
Fall and Academic Year 2013-14: 03/01/13
Spring 2014 deadline: 10/01/13

Submittal Process: Applications must be first be signed by your program chair and then submitted to the appropriate AVP for approval. AVP's will next forward application to the IRA Coordinator for review. If there are questions or concerns, you may be asked for revisions or additional information. The IRA Coordinator will then forward applications to the IRA Committee for consideration.

Fiscal Management: Project Sponsor's program will be responsible for all costs incurred over and above what is funded through the IRA award and will be responsible for seeing that any revenue that is intended to offset the amount of the IRA award is transferred accordingly.

Duplicate requests- if Sponsor is submitting multiple proposals for recurring events involving speakers, musicians, etc., please combine your requests into one proposal.

Activity Title: Univ 392 Germany Summer 2014

Project Sponsor/Staff (Name/Phone): Andrew Morris/437-2771

Activity/Event Date(s): 5/23/2014

Date Funding Needed By: ASAP – earlier leads to cheaper air tickets

***Please Note that for Fall Requests the earliest that you will be notified of funding availability will be early June 2013 and for Spring Requests early January 2014.*

Previously Funded by IRA? YES NO If Yes, what Semester/Year?
 Proposal(s) # _____ (if known)

Report submitted for previously Funded Activity?: YES NO

***Please attach copy of previous IRA Report**

Academic Program or Center Name: MVS

Estimated total Course Fee revenue: 16290

Amount Requested from IRA: 33870 (Should match "Total Requested from IRA" on Page 5)

Estimated Number of Students Participating: 15

Conditions and Considerations Checklist

Please check if any of the following apply to your IRA:

Artist/Performer/Speaker Fees & Honoraria- On the Activity Budget, please indicate whether the vendor's price was set by you / CI representative, or is a fee that was set by the vendor themselves.

Large Event- For a large event, consultation with the campus Event Coordinator's office at (805)437-8548 is required.

Equipment Purchase- If requesting large equipment purchase -over \$200, or will be a fixture installed on campus- Project Sponsor must show proof of correspondence with OPC Administration. In addition, all other purchases must follow Procurement Guidelines.

Field Trip- Sponsor must comply with all policies found at <http://www.csuci.edu/hr/AcademicFieldTripGuidelinesandForms.htm>. If approved, Identified Risks of Participation and Release Agreement must be submitted for each student to the Program Office (Public Folders-HR Forms).

Involves Human Subject Data Collection for Public Dissemination -Requires IRB Approval. If Project Sponsor proposes to conduct research with human participants, the proposal may be subject to Institutional Review Board for the Protection of Human Subjects (IRB) review. All research that involves any type of interaction with human subjects – from simple surveys to complex biomedical procedures – must be reviewed and approved by the IRB *prior to* starting the research. Data for "Public Dissemination" indicates interviews/surveys that result in a journal/poster session/newsletter, etc.

Exempt from IRB Approval –If your project is exempt from IRB review, include copies of correspondence with IRB Board. It is the Project Sponsor's responsibility to inquire with the IRB prior to IRA application submission to determine if the project is exempt from IRB review so that funding is not delayed.

IT Requirements- If your activity has IT requirements, your application requires proof of correspondence and approval from IT Administration.

x **International Travel-** Requires International Travel application be submitted to Center for International Affairs. Include copy of CIA budget and course syllabus in your IRA application.

Risk Management Consultation-Events that involve or engage students directly with a performer or artist (i.e. in a workshop or other than as a passive audience member) will require consultation with Risk Management. Requires proof of correspondence with Risk Management.

Space/OPC Requirements, Infrastructure/Remodel-Requires proof of correspondence with OPC Administration.

Late Submission - Requires explanation for emergency funding.

Other -

Application
Instructionally Related Activities Funds Request
2013-2014 Academic Year

Instructions and Requirements – Written Portion

Please provide the following in your application:

1. **Brief Activity Description.** Describe the activity and its relationship to the educational objectives of the students' program or major.

There are three reasons why UNIV 392 Germany 2014 helps the MVS and CI:

- (1) Increases individual student global awareness and thus helps students graduate with an international perspective (a key pillar of the CI mission)
- (2) Enhances CI's relationship with a German partner university (DHBW) which increases exchange opportunities. Currently Germany is the leading source of international exchange students at CI (this semester we have over 60 German exchange students within the MVS alone)
- (3) The class helps the MVS build upon a long-term vision of incorporating parts of the German joint-educational model (business education which combines academic study with intensive workplace training) Indeed, it is hoped that the MVS could within the next 2 years began to offer a 6 unit year-long paid "structured internship" modeled along the lines of DHBW. The opportunity to interact with DHBW faculty enhances our understanding of the model and perhaps encourages local business leaders to buy-in to the process (essential if the internships are to be paid vs unpaid)

Given the overall mission of the university and the desire to enhance student global awareness, I am requesting funding for a course/trip which examines international business practices with a specific focus on Germany and the European Union (EU). Germany may be the most important business location in the world right now for the EU lives or dies with German policy makers. A German failure to assist the EU will be one of the most significant and impactful economic events of the last 50 years.

Working with and drawing from CI's partnership with The Baden-Wuerttemberg Cooperative State University (DHBW) students will have the opportunity to learn from both American and German professors and German students about the international dimension of business. It is important to note, however, that I have structured the class not to require expertise in the subject. That is, the class will be an overview and thus students in majors outside business/economics would find the course of value. Moreover, I will combine classroom lectures with 4-5 on-site company visits to better illustrate culture's impact on business. All of this along with numerous opportunities to interact with DHBW students and occasions to visit cultural and historic sites makes this a trip that has enormous value to our students.

Essentially, this class is a slight modification of the unfunded UNIV 392 Germany 2013 class. Student feedback for that class was glowing (see attached). The class worked partly because our DHBW hosts helped arrange so many corporate visits but also because DHBW students were actively involved both in class and in outside activities. Indeed, the only significant negative feedback was that we needed more German student interaction (partly as a result of this, I have changed the 2014 dates to better link with DHBW's schedule).

The 2013 class was unique in that even without IRA funding, there was a will to make this happen – I think this is the first time a UNIV 392 has ever made without IRA support (although the MVS provided scholarship monies and Extended Education waived the course fee since I was willing to teach the class unpaid). Sadly, without IRA funding for 2014 this class with its demonstrated effectiveness and its ability to generate exchange students from DHBW/Germany would not occur since there are no other funding options available for 2014.

2. **Relation to IRA to Course Offerings.** All IRAs must be integrally related to the formal instructional offerings of the University and must be associated with scheduled credit courses.

- a. Please list all classes that directly relate to the proposed activity.

UNIV 392 or MGT 410 – International Business

- b. For each class listed in #2a, describe in detail how exactly the IRA activity will be integrated with the class's activities, how often/ on what expected date(s), and to what extent.

In effect, students who take the UNIV 392 course would be allowed to sub UNIV 392 for MGT 410 since for all intense and purpose they would be the same course. Just that UNIV 392 Germany 2014 takes the international business class to an international location – a perfect synergy

3. **Learning Outcomes.** List all expected learning outcomes, as connected specifically with each course listed in #2.

- Develop and implement a project on an international experience. Specific to Summer 2014:
- students will present a professional presentation that demonstrates integration of theory, research, and detailed observations and analyses of Germany's business, educational, and cultural environment
- Explain the differences in economic, social, political, and cultural variables between the United States and Germany.

- Demonstrate an increased understanding and familiarity with German culture
- Distinguish between various trade policies and their economic impacts with a specific focus on the rapidly changing European Union business climate.
- Develop communication and teamwork skills through case analysis and group projects

4. **Activity Assessment.** Describe the assessment process and measures that the program will use to determine if it has attained its educational goals. **Please note that a report will be due 30 days after your activity.**

Reading Summaries	10%
Text Analyses:	15%
Case Analyses:	10%
Final Exam:	15%
Exercises	10%
Journal	10%
Presentation	15%
Conduct & Part	15%
Total	100%

5. **Activity Budget.** Please enclose a complete detailed budget of the entire activity. **Bold** specific items that you are requesting IRA to fund (Page 6).
6. **International Trips.** If your event is an international trip submitted through the Center for International Affairs, you must include a copy of the program budget as submitted to CIA (to ensure congruency between the two budgets), as well as a copy of the course syllabus.

Course approval pending

7. **Sources of Activity Support.** Please list the other sources of funding (including course fees), and exact expected amounts of additional support for the activity.

Unlike 2013, there are no other sources of funding for this course beyond 1086 summer course fees.

8. **Audience/ Marketing/Promotions.** Who is your intended target audience? How will your event be advertised to students?

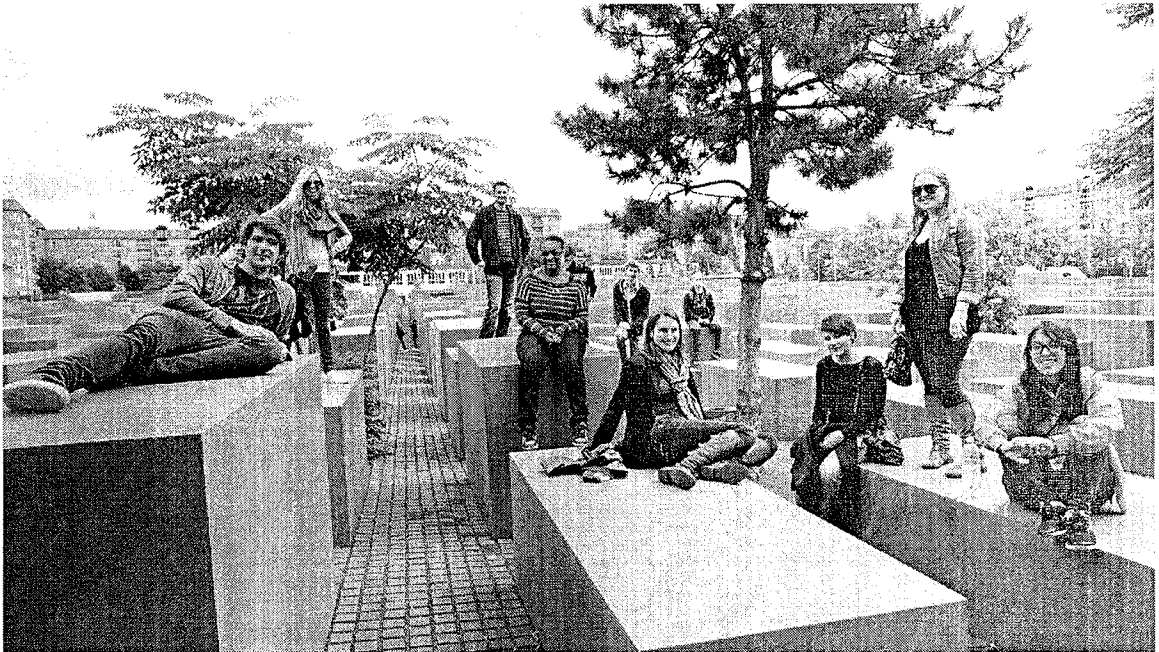
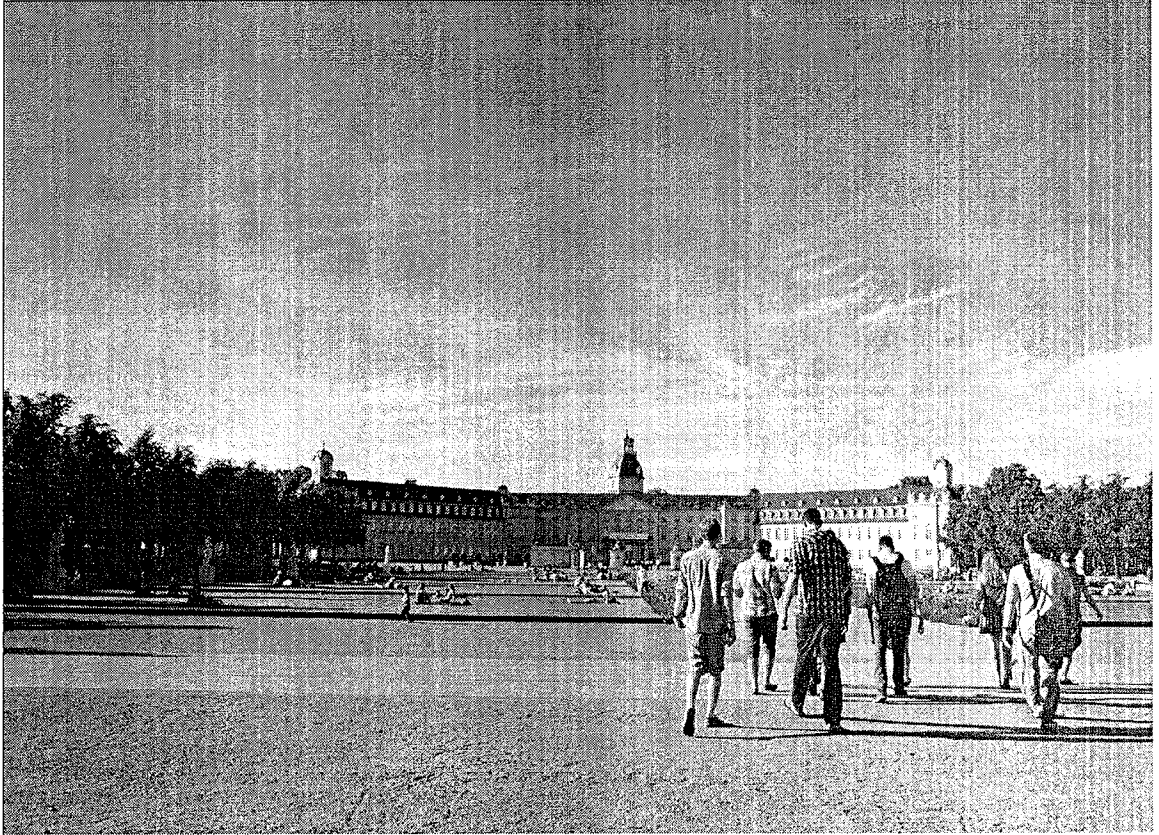
Although the class is focused on international business it is important to note that the course content has been developed such that it will not require

expertise or prior exposure to business concepts thus the course is suitable for non-business majors. Indeed, our 2013 experience suggests having majors from non-business areas was extremely valuable to the overall class experience.

Upon approval, the MVS will send out emails to all MVS students in Spring 2014. In addition, I intend to use the good-will and positive experience of our UNIV 392 Germany 2013 students to generate a "buzz" around the benefits of travel and study in Germany. Further, I hope to draw from the over 60 German students currently studying at CI to increase awareness of Germany. Lastly, we can use other sources as needed.

9. **Sustainability.** If appropriate, indicate how the content or delivery of the project promotes sustainability at CI.
10. **Images.** For previously funded IRA activities, include copies of images from past IRA activity or activities, demonstrating student participation and levels of students served. 2 photos from 2013 Class





11. **Acknowledgment.** Project Sponsor and Program Chair acknowledge that they have reviewed and accepted the Conditions and Considerations herein.

- What aspects of the course would you advise your instructor to retain?	
Faculty:	Morris, J. Andrew
Response Rate:	100.00% (6 of 6)

-	The company visits and outside class activities.
-	Lectures, corporate visits, and free days.
-	Extending the program further into summer vacation.
-	Keep the business tours. It was great to see how the manufacturing process really works. Being lectured by international professors was also a plus. I got to learn from a new perspective and in a different way than American teachers. It was refreshing in a sense. It taught me to appreciate the professors we have, and gain knowledge from the international ones. Ada was my favorite business visit. It is not very often that you get to have a company tour from the CEO. It felt very special.
-	The company visits and guest lecturers"
-	Openness to suggestions and his being understanding

Q23 - What suggestions would you provide to your instructor for revisions that would produce a better learning experience for you?	
Faculty:	Morris, J. Andrew
Response Rate:	100.00% (6 of 6)

-	More structure. Preparing more and doing homework during class meetings during the spring semester. Including more international students. Having other museum and cultural visits structured into the days. More clear on what is paid and what is not. Revising the syllabus to make it more rigorous prior to leaving the country to receive IRA funding.
-	More international students."
-	I wouldn't change anything
-	Make the experience cheaper! University needs to fund this experience. More students need the opportunity to do this trips. It gives students and outside look in the business world, and some real world experience from the leaders of efficiency there is no better place to learn business than in one of the strongest countries in the European Union.
-	Have more students from Germany or other countries. We tried to do this but it was difficult with the students different schedules. I had an amazing experience and hope that other students will be able to experience this class and in the future."
-	More German students, although uncontrollable on our side of the class

Signatures and Dates (REQUIRED)

	<u>9/12/13</u> Date
J. Andrew Movins	<u>9/12/13</u> Date
Bill Cordeiro	<u>9-13-13</u> Date

REQUIRED: Attach a copy of the completed IRA Excel Budget (Either the "Regular Budget" or the "Travel Budget" page (see form for further instructions))

<http://www.csuci.edu/ira/application.htm>

Number of Students				15		
Number of Faculty				1		
I	Students traveling expenses:		Cost/ea	# Requested	Total	Comments/Additional Notes
		Airfare	\$ 1,200.00	15	\$ 18,000.00	
		Ground Transportation	\$ 300.00	15	\$ 4,500.00	
		Hotel Accommodations	\$ 500.00	15	\$ 7,500.00	
		Entrance Fees/tour costs	\$ 400.00	15	\$ 6,000.00	
		Meals	\$ 500.00	15	\$ 7,500.00	
		Travel Insurance	\$ 100.00	15	\$ 1,500.00	
	Other:			0	\$ -	
II	Faculty Traveling Expenses:		Cost/ea	# Requested	Total	Comments/Additional Notes
		Airfare	\$ 1,200.00	1	\$ 1,200.00	
		Ground Transportation	\$ 300.00	1	\$ 300.00	
		Hotel Accommodations	\$ 1,000.00	1	\$ 1,000.00	

		Registration Fees	\$ -	1	\$ -	
		Entrance Fees/tours	\$ 400.00	1	\$ 400.00	
		Meals	\$ 600.00	1	\$ 600.00	
	Other:		\$ -		\$ -	**
	Other:		\$ -	0	\$ -	**
III	Operating Expense Budget		Cost	Comments/Additional Notes: Please be Specific		
		Supplies	\$ 100.00			
		Printing/Copying	\$ 300.00			
	Other:		\$ -			**
	Other:		\$ -			**
	Other:		\$ -			**
IV	Out of Pocket Student Expenses		Cost/ea	Comments/Additional Notes: Please be Specific		
		Health Insurance	n/a			Not funded by IRA or the University
		Tuition/Registration	n/a			Not funded by IRA or the University
	Other:		n/a			Not funded by IRA or the University
	Other:		n/a			Not funded by IRA or the University
Total costs of the trip						
	Total Student Traveling Expenses					\$ 45,000.00
A	Maximum IRA funding @ 2/3rd total cost					\$ 29,970.00
	Remaining 1/3 is payable by students through course fee					\$ 15,030.00
B	Faculty Travelling Expenses, funded at 100%					\$ 3,500.00
C	Operating Expenses, funded at 100%					\$ 400.00
	Total IRA funding Requested (Total of A, B & C)					\$ 33,870.00
	Out of Pocket Student Expenses, not funded by the University					\$ 15,030.00

Number of Students			15		
Number of Faculty			1		
I	Students traveling expenses:	Cost/ea	# Requested	Total	Comments/Addi
	Airfare	\$ 1,200.00	15	\$ 18,000.00	
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	Hotel Accommodations	\$ 500.00	15	\$ 7,500.00	
	Entrance Fees/tour costs	\$ 400.00	15	\$ 6,000.00	
	Meals	\$ 500.00	15	\$ 7,500.00	
	Travel Insurance	\$ 100.00	15	\$ 1,500.00	
	Other:		0	\$ -	
II	Faculty Traveling Expenses:	Cost/ea	# Requested	Total	Comments/Addi
	Airfare	\$ 1,200.00	1	\$ 1,200.00	
	Ground Transportation	\$ 300.00	1	\$ 300.00	
	Hotel Accommodations	\$ 1,000.00	1	\$ 1,000.00	
	Registration Fees	\$ -	1	\$ -	
	Entrance Fees/tours	\$ 400.00	1	\$ 400.00	
	Meals	\$ 600.00	1	\$ 600.00	
	Other:	\$ -		\$ -	**
	Other:	\$ -	0	\$ -	**
III	Operating Expense Budget	Cost	Comments/Additional Notes: Please be Specific		
	Supplies	\$ 100.00			
	Printing/Copying	\$ 300.00			
	Other:	\$ -	**		
	Other:	\$ -	**		
	Other:	\$ -	**		
IV	Out of Pocket Student Expenses	Cost/ea	Comments/Additional Notes: Please be Specific		
	Health Insurance	n/a	Not funded by IRA or the University		
	Tuition/Registration	n/a	Not funded by IRA or the University		
	Other:	n/a	Not funded by IRA or the University		
	Other:	n/a	Not funded by IRA or the University		
Total costs of the trip					
	Total Student Traveling Expenses			\$ 45,000.00	
A	Maximum IRA funding @ 2/3rd total c			\$ 29,970.00	
	Remaining 1/3 is payable by student			\$ 15,030.00	
B	Faculty Travelling Expenses, funded c			\$ 3,500.00	
C	Operating Expenses, funded at 100%			\$ 400.00	
	Total IRA funding Requested (Total of			\$ 33,870.00	
	Out of Pocket Student Expenses, not			\$ 15,030.00	

Please answer all questions under Course Information and sections II through IV. Complete the attached budget sheet. Attach syllabus and itinerary requested in sections I and IV. Print, sign and obtain Academic Chair signature. Submit form to Antonio Jimenez, BT 1275.

UNIVERSITY 392: INTERNATIONAL EXPERIENCE COURSE PROPOSAL

COURSE INFORMATION

Instructor(s): Andrew Morris

Travel location(s): Karlsruhe, Germany

Dates of trip: May 21-June 8, 2014

Course title: UNIV 392 - Germany

Number of units (1-3): 3

Academic area of the faculty proposing course: MVS

Faculty rank: Professor

Faculty email: andrew.morris@csuci.edu

Proposed minimum enrollment: 10

Proposed maximum enrollment: 15

Grading method (letter grade, credit/non credit): letter

Do the dates of the program conflict with regular classes/faculty workdays? Y N

Have you offered this program before? Y N

I) SYLLABUS

Please, attach a syllabus for this course providing the following required information:

1. Professor's name(s), office location, office hours, contact information.
2. Course description, course content and format of the course (classroom lectures, field trips, seminars with local experts, etc.)? Include this information for the portions of the course that are conducted within the United States and within the international country. How will the content of the course you plan to teach be related to the travel-study destination?
3. Student learning outcomes and how they relate to the program/major outcomes and the University mission.
4. Required elements, which may include assignments, readings, attendance and course participation policies, etc.

5. Grade information as specified in the Channel Islands Policy on Grades (SP01-38)
6. Evaluation criteria (it can include student behavior as it relates to citizenship, punctuality, helpfulness, working well with the group, being responsible and respectful to the host culture and their people, etc.)
7. Academic honesty information as specified by the Policy on Academic Dishonesty (SP01-57)
8. Channel Islands Disability Statement
9. Tentative class schedule and itinerary (It is recommended to include a "subject to change" disclaimer)

Please respond to the following in the space after each item:

II) FACULTY INFORMATION

1. What is your own linguistic, cultural, and/or academic experience with the travel study destination? If you have limited experience with the destination, explain how you plan to maximize student safety (for instance, will you be using a local tour company or tour guide?) No German language skills although English is widely used. Our experience in June 2013 indicated that while its nice to know a little German to demonstrate "good-will", the absence of German presents no difficulties.

UNIV 392 Germany 2014, while offering different corporate visits, will largely follow the model from June 2013. Prof Dr. Thomas Freytag <freytag@dhbw-karlsruhe.de>, Professor of MIS at DHBW, has helped create a number of opportunities for CI students to experience the co-educational model offered by DHBW and to do this in the company of DHBW students. Indeed, the opportunity for CI students to work and interact closely with DHBW students seemed to be one of the things our 2013 students most enjoyed.

The CI experience with DHBW Karlsruhe faculty and staff in June 2013 was absolutely wonderful. Our hosts were extremely helpful and made the experience almost flawless. In addition, I believe that the trip has helped generate a number of opportunities for us to engage in research opportunities. For example, I am currently in the process of developing a paper with several DHBW faculty on ways in which American universities could begin to use elements of the German joint-educational model as developed at DHBW.

2. Previous experience leading groups of students (nationally or internationally). I lead a UNIV 392 to Germany 2013, and I have co-taught a UNIV/MBA 592 to Chile and Argentina -- Spring 2008. In addition, I lead a six week course to the University of Reading while at the University St. Thomas, June-August 1998.

III) RECRUITMENT AND ORIENTATION

1. How will students be recruited? Regular CI students should have at least one recommendation from a faculty member other than the teacher for the overseas course. Upon approval, the MVS will send out emails to all MVS students in Spring 2014. In addition, I intend to use the good-will and positive experience of our UNIV 392 Germany 2013 students to generate a "buzz" around the benefits of travel and study in Germany. Further, I hope to draw from the over 60 German students currently studying at CI to increase awareness of Germany. Lastly, we can use other sources as needed.

2. For whom is the course designed (CI undergraduate students, CI graduate students, students with a certain program area, open university students, others)? Will there be any priority order when accepting students to the program? CI undergraduate students only. Although the class is focused on international business it is important to note that the course content will not require expertise or prior exposure to business concepts thus the course is suitable for non-business majors. Indeed, our 2013 experience suggests having majors from non-business areas was extremely valuable to the overall experience.

3. **Attach an outline for the orientation session(s) for students.** Make sure the orientation includes comments on the security of the country, both politically and medically, as determined from reports issued by the State Department.

IV) LOGISTICAL ARRANGEMENTS

1. Will your travel arrangements (e.g., accommodations, meals, excursions, airfare) be managed by an independent provider (e.g., AIFS, CEA, ISA, Australearn), a foreign university, or a travel agent? Please explain. Travel arrangements will be handled by Travelstore agents. Thomas Freytag at DHBW is also helping arrange local visits.

2. Housing: where will be the students stay during the study abroad experience? If staying with host families, are meals included? Students will stay at the Jugenderberge Karlsruhe (<http://karlsruhe.jugendherberge-bw.de/>, located Moltkestrasse 24, Karlsruhe. The hostel provides breakfast and evening meal. Lunch will usually be eaten at the DHBW cafeteria. The hostel is typical German standard/level: not luxury but clean, safe, and centrally located (within 5 minutes of the our host university).

3. Meals: Are meals arranged for the students? If not, where can students find their own food? As noted, meals while we are in Karlsruhe will be provided. I have budgeted approx \$30/day/student. Obviously not gourmet but certainly reasonable for Germany.

4. Transportation: What are the transportation arrangements for the trip? If traveling from location to location, what means of transportation will be used? Local transportation and site visits are being arranged with DHBW help. Last year, our host DHBW provided local transit card (approximately value of 50/week) and arranged all local company visits using either private buses or local trams. Information about flights and transportation to/from LAX are being generated; however, last year round trip tickets averaged approx 1,000 and transport to and from LAX costs approximately 150-200 dollars.

5. Safety/security: Please give a brief synopsis of the status of the security of the country, both politically and medically, as obtained from the Department of State. What arrangements have been made to maintain the safety and security of the students throughout the program? Germany remains one of the world's most secure and safe countries for US travel. There are NO travel warnings from US State on Germany.

6. Attach an itinerary for the trip, including side trips.

UNIVERSITY 392: SIGNATURE PAGE

1. Faculty member

- I have read the guidelines for teaching a UNIV 392 course and I agree to follow them.
- I agree to conduct at least one pre-departure meeting, in coordination with International Office staff, to cover Safety and Risk Management issues and required CSU forms.
- I understand the travel-study student evaluation process is mandatory and agree to participate.
- I have included in this application my UNIV 392 course syllabus
- I have included in this application my outline of orientation session(s)
- I have included in this application the course itinerary
- I have included my UNIV 392 budget sheet

Faculty Signature

Faculty Name (print)

Date

2. Academic Chair Approval

- I have read the Faculty Application and discussed the course offering with the faculty member.
- I certify that course of study is within the applicant's field of competence.
- I agree that the student learning objectives for the course can be met within the travel-study format, including appropriate pre- and post-trip meetings.
- I approve the offering of this course abroad.

Chair Signature

Chair Name (print)

Date

3. Center for International Affairs

- I approve the Chair's recommendation
- I have reviewed the travel arrangements proposed for this study abroad course and find the arrangements to be appropriate. Staff have also discussed the requirements specified in Chancellor's Office Executive Order 715 with the faculty member, and have advised him/her of the requirements that must be followed when offering this course in another country.
- The University acknowledges that the above program has been reviewed by the sponsoring Academic Area and staff and that the faculty member has been given policies and procedures related to short-term study abroad courses. The University will support this program as long as enrollments, other financial conditions, and related course costs are deemed appropriate. The University reserves the right to modify arrangements, in consultation with the Center for International Affairs and the sponsoring academic area.
- I have verified that there are no Department of State Travel warnings currently in effect for the countries to be visited.

OR,

- I deny the Chair's recommendation. Reasons:

Director Signature

Director Name (print)

Date



4. Administrative Approval

I approve this course

_____ Associate Vice President	_____ AVP Name (print)	_____ Date
_____ AVP of Extended University (if special session)	_____ AVP Name (print)	_____ Date
_____ Provost	_____ Provost Name (print)	_____ Date
_____ President	_____ President Name (print)	_____ Date

California State University Channel Islands
Univ 392: International Experience (Germany)
Summer 2014

Instructor: J. Andrew Morris

Office Hours: Before/After class or as needed. Until May 20, T, W 1-4

OFFICE: Sage Hall 2149

Phone: 805-437-2771

E-MAIL: john-andrew.morris@csuci.edu

Texts: International Business: Opportunities and Challenges in a Flattening World v1.1 by Mason Carpenter & Sanjot Dunung. Its on-line, free to read, \$35 to e-book/print yourself. In addition, I have provided my class notes (these serve as the basis for all essay exam questions) You will find *Instructor's Notes*, located in your blackboard accounts for this class

Catalog Description

Provides an opportunity for students to earn credit for travel and study in countries outside the US, where the student is immersed in a foreign culture. With faculty advisor approval, students may participate in a university-sponsored trip abroad or a personal trip abroad. Requires an approved plan of study by the faculty advisor prior to the experience. (1-3 units)

Learning Objectives

Students who successfully complete this course will be able to:

- Develop and implement a project on an international experience. Specific to Summer 2014:
- students will present a professional presentation that demonstrates integration of theory, research, and detailed observations and analyses of Germany's business, educational, and cultural environment
- Explain the differences in economic, social, political, and cultural variables between the United States and Germany.
- Demonstrate an increased understanding and familiarity with German culture
- Distinguish between various trade policies and their economic impacts with a specific focus on the rapidly changing European Union business climate.
- Develop communication and teamwork skills through case analysis and group projects

General Professionalism/Class Policies

1. Work is due when it is requested. **Only with prior approval will late work be accepted but will always be graded at LEAST one letter grade lower than on time work.**
2. You are expected to come to every class, site visit & company visit on time. Failure to attend/being late for these activities negatively impacts your course grade. **Excessive lateness, absence will lead to class dismissal.** Remember, we are “representing” -- our ourselves, our university, SoCal, our country. Let’s conduct ourselves in ways that honor and positively reflect those wonderful traditions.
3. There is no provision made for earning extra credit in this course (that’s high school stuff). Consequently, it is important that you do your best work on each exam and assignment.
4. Turn off your cell phones and/or other electronic devices. If you are using a laptop DON’T surf other sites---it’s annoying, unprofessional and disruptive.
5. Truth, integrity, justice, and honesty are a given part of our class. There can be no exceptions - ever. For a full discussion of what this means and the consequences of failing to comply with this students are expected to have read CSUCI’s Honor Code/Policy on Academic Honesty.
6. **We exhibit appropriate demeanor, and never accept offensive, sarcastic, or belittling behavior of each other.**

What is this course about?

A recent in-depth look at the current state of business education by Datar, Garvin, and Cullen (2010) suggest that a major challenge as well as failure of business education has been the inability to fully incorporate a global perspective into the business curriculum. These authors state that:

“...business schools still have much work to do before they can claim to be equipping students with a global mind-set. There are challenges of both knowledge and action. Not only must students gain an understanding of the world’s many differing business and economic environments, but also they must develop a set of conceptual, behavioral, and interpersonal skills that will allow them to navigate their way successfully through these environments, enabling them to work effectively with unfamiliar, culturally diverse customers, colleagues, partners, and suppliers.”(pp. 85-86)

A number of strategies exist with which to globalize business education, including but not limited to increasing the global content contained in functional courses, creation of integrative global management courses and sponsoring global field studies and projects. This course seeks to enhance your global perspective through use of an intensive 17 day global field study. In an increasingly global economy, savvy business practitioners must be open to the strategies and tactics of foreign operations that might be successfully implemented in a domestic context.

The academic component of the course will thus focus on the analysis of business practices in the context of Germany and the European Union. Working with and drawing from CI's partnership with The Baden-Wuerttemberg Cooperative State University (DHBW) students will have the opportunity to learn from both American and German professors about the international dimension of business. In addition, we will combine our classroom lectures with several on-site company visits to explore the unique German model of business education which combines academic study with intensive workplace training.

In the end, travel, in itself, is enormously rewarding and educational, but within the context of an academic program of study, an international experience adds a dimension of understanding that is extremely difficult to achieve in the classroom. Ideally, you will leave this course with an integrated view of key business concepts as applied to an international setting, as well as respect and appreciation for the culture of Germany.

How will this course be taught?

This class includes four essential components:

- *Preparatory Meetings & assignments:* 6 hours: 3 hour course lecture on understanding and valuing cultural differences with specific focus on German-American differences. In addition, there will be a 3 hour session on the logistics of travel arrangements and discussion of assigned reading materials and text.
- *Intensive International Experience:* 18 days in Germany visiting business, academic and cultural/artistic sites. Embedded below is a detailed description of each class day. In general, expect to be in a classroom setting from 8:30-12:30. On four days (usually Tuesday and Wednesday afternoons), we will (with the help of our host German university) visit 1-2 specific companies/institutions. **Bottom line, Tuesday and Wednesday will be intense.** Expect companies visits to run from 1:30-5:30 thus 8 hrs days.
- *In-class Final Exam:*
- *Oral Presentations and Case Analyses:* This involved two parts: One, a professional group based presentation that demonstrates your integration of theory and research with the detailed observations and analyses from your travel journals. Two, 3 team-based 3-4 typewritten page analyses of HBR cases (discussed below). Due dates for the final presentation are to be determined, but not later than early-mid July.

I will make every effort to ensure that your trip is both highly educational and informational (plus lots of fun). However, you should not perceive your role to be that of a casual observer. You are expected to be an active participant by engaging your respectfully inquisitive nature and seeking to maximize your total benefit from this intensive experience.

What do you need to do to succeed in this course?

- *Be prepared:* Do the reading. Do some research on Germany and our host university.
- *Pack intelligently.*
- *Participate:* Ask questions. Discuss with your colleagues and instructors. Keep a journal and detailed notes.
- *Behave:* Our credo is *Professionalism, Collegiality and Respect.*

GRADING:

Reading Summaries	10%
Text Analyses:	15%
Case Analyses:	10%
Final Exam:	15%
Exercises	10%
Journal	10%
Presentation	15%
Conduct & Part	15%
Total	100%

Final grades will be assigned as follows:

	>93.0= A	90.0-92.99= A-
87.00 -89.99 = B+	83.0–86.99= B	80.0-82.99 = B-
77.00 -79.99 = C+	73.0–76.99=C	70.0-72.99 = C-
67.00 -69.99 = D+	63.0-66.99= D	60.0-62.99 = D-
(<59.99= F)		

Your performance in this course will be assessed as follows:

Reading Summaries & Text Analysis: 25%. Reading Summaries & Text Analysis: 25%.

To enhance your understanding of Germany it is important that you do some background research. To ensure your diligence, you are expected to submit 200 word typewritten summaries of any 5 articles (200/article or a total of 1000 words) from the reading list below and/or that you discover on your own. In addition, given the inter-disciplinary nature of CSUCI and the fact that great literature provides insights into what people value, how they see the world, what captures their hearts, minds, and souls, you are to submit a 4-5 typewritten page analysis of a literary text by a modern German writer (post 1920). Requirements of the text include it must be fiction and it must be of reasonable depth/complexity. A list of recommended authors is provided **but you must get instructor approval for the text you choose.** In the literary analysis examine such issues as: How did the work illustrate cultural beliefs, values, practices? In what ways did the beliefs and practices suggested in the text conflict with your own? Discuss 3 ways the text helps enhance your understanding of Germany? **The reading summaries and text analysis are to be submitted through blackboard and are due by May XX.**

Article Reading List

- Any 5 recent (written since 1/1/2012) articles on the social, cultural, economic, and political dimensions of Germany. Goggle provides endless resources. However, the articles chosen should have some measure of accuracy and academic merit (i.e. NO blogs). Sources include (but not limited too):
- www.nytimes.com
- <http://www.aicgs.org/>
- http://www.bundesregierung.de/Webs/Breg/EN/Homepage/_node.html
- <http://www.economist.com/countries/Germany/>
- <https://www.deutschland.de/en>
- <http://www.exberliner.com/>
- <http://www.themunicheye.com/>
- <http://www.spiegel.de/international/>

Any literary text by a “modern” German author to include:

- Post-war literature of West Germany (1945–1967): Heinrich Böll, Rainald Goetz, Group 47; GDR Literature in East Germany: Johannes R. Becher, Wolf Biermann, Bertolt Brecht, Sarah Kirsch, Günter Kunert, Reiner Kunze, Heiner Müller, Anna Seghers, Christa Wolf; Pop Literature: Dietmar Dath, Christian Kracht, Benjamin von Stuckrad-Barre, Rainald Goetz; Migrant literature: Feridun Zaimoglu, Wladimir Kammer, Rafik Schami
- **Specific authors:** Wilhelm Genazino, **Günter Grass**, Herta Müller, Siegfried Lenz, Charlotte Link, Anna Kaleri, Norbert Scheuer, Kathrin Schmidt, Burkhard Spinnen, Robert Menasse, Martin Walser, Andreas Mand, Zsuzsa Bánk, Hermann Hesse, Nelly Sachs, Heinrich Böll, Elias Canetti, Elfriede Jelinek

THREE BOOKS in particular to consider:

- **The Reader**, Bernhard Schlink—this was recently made into a movie; it's a great depiction of how modern Germany struggles with its past, and, in a way, it's about reading, so it's a great novel for non-novel-reading readers!
- **The Quest for Christa T**, Christa Wolf—Wolf grew up under the Nazis, ended up in East German and became an ardent communist (it was revealed after the fall of the wall that she'd even been an informer for the Staasi), then ultimately renounced communism as she'd earlier renounced Nazism. She's a fascinating writer. This novel's about life in East Germany—written before the fall of the wall.
- **The Lost Honor of Katharina Blum**, Heinrich Boll—Boll is one of the leading writers of the immediate postwar generation. This novel focuses on a woman who's attacked by the press because of her association with a criminal being sought by the police—even though it was published in the 60s, it's quite contemporary—journalism's even worse now than it was then!

Just Interesting German websites:

<http://germanyiswunderbar.com/>

Exercises: 15%: Three exercises are assigned. Each has a specific due date as noted in the course outline. While the details vary a bit for each exercise, you should expect (in general) that each exercise would require 1-2 typewritten pages.

Exercise 1: 1-2 typewritten page exploration of a time since you arrived in Germany in which differences in cultural values impacted your behavior. In the exercise, I want you to discuss: What happened? What cultural values were in play (use Hofstede's cultural dimensions)? Indicate one way your greater cultural sensitivity (intelligence) helped you better manage this event.

Exercise 2 & 3: Students are tasked with generating 2-4 position points for the pro side of a debate question and 2-4 position points for the con side of a debate question. There will be 2 debate questions and the debate write-ups are due on the dates noted in the course outline. Bullet-points are fine but the work must be typed. **Students must also cite and document at least 3 sources (in total not 3 for each side) to support their arguments – my notes, text, provided readings and WIKI can not be used as sources.** *The debate questions are:*

Exercise 2: Germany: In or Out of the EU

Exercise 3: "When in Rome, do as the Romans do"?

On dates noted in the course outline, students will be randomly assigned to one of three groups: Pro position, Con position, or Judge (typically the group that won the previous debate becomes judges). Debates will be conducted in the following manner:

Students will have 15 minutes to develop a team-based argument for their assigned position; Each team will present opening argument to judges – **5 minutes MAX**; Groups will reconvene and have **10 minutes** to develop rebuttals. Each team will present their 3 minute MAX rebuttal. Judges have 5-10 minutes to determine debate winner and to indicate the criteria they used to determine winner to include such things as: which issues did the group present well, which issues/points did they fail to present, how well did a group rebut other team, how well did a group define the "argument" – a key debate strategy, etc.

Case Write-Up: 10%. As part of this course you will be required to analyze 3 recent Harvard Business Review cases that explicitly explore the international dimension. In your team based write-up, I want you to identify as many ways as you can how the case connects /speaks to things we have talked about in class. I also want you to provide a couple of ways in which the problems noted could be effectively solved drawing from materials we have covered up to that point. An example of an excellent case write-up is provided under assignments in your blackboard account and should serve as a model for your own approach to the case analyses. In general, your typewritten write-up should be between 3-4 pages (10 font, normal margins, double-spaced). Grading on the case is primarily a function of covering the relevant points and developing well supported solutions, however, style also matters. The case write ups are worth 10% of your final course grade.

Final Exam: 15% Your final exam will cover the text, lecture and class discussion and will be given on the date noted in the course outline. The exam is cumulative and will consist of objective questions (i.e. multiple choice, fill-in-the-blanks – approximately 40% of the exam), short answer and essay questions. **In subsection Exam Materials of your blackboard account for this class you will find a partial copy of a previous exam.** Notice the nature of

the questions? It isn't about spitting back data but about applying facts to generate creative solutions. Learning at its finest!

Journal: 15%. A detailed, well written, analytical and introspective accounting of your trip. Essentially, a written version of your 19 day internal dialogue: the thoughts, feelings, and reactions of your German experience. More than a travel log, your journal should reflect your reflective analyses on all the ways your travels during summer 2013 have impacted your "way of being/knowing truth". Keep it professional BUT also keep it "real".

Presentation: 20%. A team-based (3 or 4 students per team) 15 minute presentation to the class -- teams will self-select. The presentation should highlight both intellectual content (that is, what did you learn about the cultural, social-economic-business dimensions of Germany) and personal insights into your travel experiences and the lessons learned from those experiences. The presentation will be graded on such things as: clarity, demonstrated mastery of topics under discussion, value-added/information richness, responsiveness to questions asked, and professional appearance (both the material itself but also the presenters).

Conduct and Participation: 15%. One of the objectives of this class is to train student's to think more broadly and for themselves rather than training technicians who know the right response to give in a particular situation but don't know **WHY** it's the right one. Thus I expect you to participate in class discussions by sharing your own insights and experiences and providing feedback on other students' ideas. Ultimately, class participation is a function of preparation, attitude, a willingness to actively commit yourself in front of your colleagues.

In grading class participation I will look at four specific dimensions to include: (1) the quantity & (2) quality of your class comments/contributions, (3) the extent to which you take a leadership role and actively engage/present points during each debate presentation and assigned exercises, and (4) overall classroom conduct. More on each of these dimensions:

1: Quantity involves the extent to which you participate in classroom discussion and involve yourself in various group exercises/discussions during the semester. Obviously, being absent from class negatively impacts your performance here.

2: Quality of classroom participation involves: (a) **relevance** – does the comment bear on the subject at hand? (b) **Responsiveness** — does the comment react in an important way to what someone else has said? (c) **Importance** — does the contribution further our understanding of the issues at hand? Is a connection made with other cases/issues we have analyzed?

3: Was the student able to effectively make points and/or develop and support rebuttal points during the debate sessions. How often did they speak? To what effect? Did they assume leadership role? ALSO how well did they lead the exercise discussion – were they prepared? Did they help increase learning?

4: Classroom conduct: Every class has an "*esprit de corps*" -- an overall spirit. Positive classes have students who engage in small acts of kindness, lend helping hands to fellow students, show positive emotion, and demonstrate a desire to learn and actively engage materials. A negative spirit comes about when students arrive late, leave early, complaint and/or whine about class expectations. Student behaviors that positively impact the "*esprit de corps*" of MBA 524 add value to the class and should and will be rewarded.

It is worth noting that severe violations of conduct may warrant a failing grade for the course and your expulsion at your own expense from the international experience.

Disabilities Statement:

Students who have disabilities or special needs and require accommodations in order to have equal access to classrooms **MUST** register with the designated staff member in Student Affairs in order for CSUCI to better accommodate special needs. Students are required to provide documentation of a disability when accommodations are requested

COURSE OUTLINE AND ASSIGNMENTS*

We have an INTENSE schedule. Independent of cultural, artistic, and historical site visits (lots), we are scheduled to meet for approximately 35 hours of classroom lecture /interaction/presentations and almost 15 hours of company visits. Bottom line: this is NOT a vacation but a wonderfully intense short-term study abroad opportunity – potentially life changing if approached in the right “spirit”.

Date	TOPIC	ASSIGNMENTS
April	So you want to go to Germany? Benefits, Expectations, Consequences	
May		Summaries & Text Analyses Due
May	Overview of International Business;	Review Summaries & Analyses
5/21-22	LAX to Karlsruhe	
5/ 23-25	Meet & greet DHBW; City tour of Karlsruhe; Day trips to Baden-Baden and/or Heidelberg.	Guest Lecture by DHBW faculty Dr. Lee and/or Dr. Fretag
5/26	International Trade & FDI: FDI between US & Germany	Chapters 1, 2, 3; Case Study 1
5/27	World Economies & EU	Chapters 4 & 5; Exercise 1 Company visits: Porsche & Steel Case
5/28	IMF & Foreign Exchange;	Chapters 6 & 7; Trip to European Parliament
5/29	Global markets & sourcing	Chapters 8 & 9; Case Study 2
5/30	Global Entrepreneurship,	Chapters 10, 11; Exercise 2
5/31-6/01		Black Forrest on Saturday Sunday free time; prepare for final
6/02	Global HR; HR in Germany	Chapter 12; Guest Lecture; Case Study 3
6/03		Company visits – TBD
6/04	The Future of IB; Exam Review	Chapter 13; Exercise 3
6/05	Final Exam; Travel to Berlin 1:00pm	
6/05-07	Berlin – TBD	
6/08	Return to LAX	
Late June		Presentations & Journals

*This SYLLABUS IS SUBJECT TO CHANGE AS CIRCUMSTANCES AND FLEXIBILITY DICTATE.