

# INTERNATIONAL BUSINESS

## Lam Family College of Business

Dean: Dr. Eugene Sivadas

### Department of International Business

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Chair: Dr. Nini Yang

Undergraduate Advisors: Heiman, Lebedev, Y. Lee, Nicholson, Simeon, Ungson, Wang, Yang

### Professor

BRUCE HEIMAN (2002), *Professor of International Business*; B.A. (1981), M.S. (1983), Stanford University; M.B.A. (1991), Nijenrode University, The Netherlands; Ph.D. (2002), University of California, Berkeley.

YIKUAN LEE (2002), *Professor of International Business*; B.A. (1991), National Chung-Hsing University, Taiwan; M.B.A. (1994), National Central University, Taiwan; Ph.D. (2000), Rensselaer Polytechnic Institute.

JOEL NICHOLSON (1996), *Professor of International Business*; B.A. (1976), Central Washington University; graduate study (1978), Washington State University; M.B.A. (1985), Gonzaga University; Ph.D. (1991), The Florida State University.

ROBLYN SIMEON (1996), *Professor of International Business*; B.A. (1976), State University of New York, Albany; M.A. (1980), University of California, Berkeley; M.A. (1984), SAIS-Johns Hopkins; Ph.D. (1996), University of California, Berkeley.

GERARDO R. UNGSON (2002), *Professor of International Business, Y. F. Chang Endowed Chair*; B.S. (1969), Ateneo University, Philippines; M.B.A. (1973), Ph.D. (1978), Pennsylvania State University.

LIHUA WANG (2006), *Professor of International Business*; B.A. (1991), Nankai University, China; M.B.A. (1996), Chinese University of Hong Kong; Ph.D. (2003), Northwestern University.

YIM YU WONG (1995), *Professor of International Business*; B.B. (1985), M.B.A. (1987), Western Illinois University; Ph.D. (1991), University of Nebraska, Lincoln.

NINI YANG (2001), *Professor of International Business*; B.A. (1982), Beijing Institute of Foreign Languages and Tourism; M.A. (1989), Ph.D. (1996), State University of New York, Buffalo.

### Assistant Professor

SERGEY LEBEDEV (2016), *Assistant Professor of International Business*; B.S. (2007), M.S. (2009), Moscow State University; Ph.D. (2016), University of Texas at Dallas.

### Major

- Bachelor of Sciences in Business Administration: Concentration in International Business (<http://bulletin.sfsu.edu/colleges/business/international-business/bs-business-administration-concentration-international-business/>)

### Minor

- Minor in International Business (<http://bulletin.sfsu.edu/colleges/business/international-business/minor-international-business/>)

#### IBUS 130 Globalization and Business in the 21st Century (Units: 3)

Introduction to concepts related to globalization including the impact of globalization on the ethical, ecological, political, legal, social, economic, and technological aspects of the 21st century. Examination of perspectives and tools for psychological, social, and professional readiness in the global world.

##### Course Attributes:

- D1: Social Sciences
- Global Perspectives

#### IBUS 330 International Business and Multicultural Relations (Units: 3)

Prerequisites: Restricted to upper-division standing; GE Areas A1\*, A2\*, A3\*, and B4\* with a C- or better; or consent of the instructor.

International business and the social, political, cultural, and economic environments and their effects on functional management. Emphasis on trade, global strategy, foreign direct investment, economic integration, foreign exchange, and the multinational enterprise.

##### Course Attributes:

- UD-D: Social Sciences
- Global Perspectives

#### IBUS 430 Import-Export Management and Small Business Operations (Units: 3)

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Practical aspects of export and import management in small and medium-size businesses with a focus on export and import procedures, foreign sales, documentation, legal considerations, logistics, and financial practices.

#### IBUS 440 Advanced Import-Export Management (Units: 3)

Prerequisite: IBUS 430 with a grade of C- or better or consent of the instructor.

The import-export process from product and service development to marketing overseas. (Plus-minus letter grade only)

#### IBUS 517 Legal Environment of World Business (Units: 3)

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Examine the status of persons and property within a foreign country and international transactions with or by governments or instrumentalities. Includes aspects of legal systems including overlapping or conflicting interests, problems of nationalization, annulment of contracts, and concessions in foreign countries.

#### IBUS 531 Cross-Cultural Innovation and Creativity in Business and Management (Units: 3)

Prerequisites: Upper-division standing; IBUS 330 with a grade of C- or better; or consent of the instructor.

Examination of the innovative, creative products, services, and management processes in a cross-cultural environment. Exploration of macro- and micro-environment factors that influence innovation and creativity within. (Plus-minus letter grade only)

**IBUS 566 Careers in International Business (Units: 3)**

Prerequisites: IBUS 330 with a grade of C- or better; two additional IBUS courses; or consent of the instructor.

Designed for students interested in working with and in the international business environment. Learn career decision making and career management skills. (Plus-minus letter grade only)

**IBUS 567 Internship in International Business (Units: 1-3)**

Prerequisites: Restricted to upper-division International Business majors and minors; IBUS 330 with a grade of C- or better, IBUS 590, IBUS 681, and IBUS 690; GPA of 3.0 or higher; appropriate employment; or consent of the instructor.

Analysis of an experience with an international business or government through weekly individual conferences with the instructor. May be repeated for a total of 6 units. (CR/NC grading only)

**IBUS 576 Global Entrepreneurship (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Introduction to the context that enables entrepreneurs to be successful in developed, emerging, and developing economies. Focus on local context and contents of these economies, along with mainstream conceptions with emergent settings. (Plus-minus letter grade only)

**Course Attributes:**

- E1 LLD Pre-Fall 2019

**IBUS 590 International Environmental Analysis (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Factors affecting the conduct of contemporary business transactions in a number of specific global environments. (Plus-minus letter grade only)

**IBUS 591 Doing Business in Latin America (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Examination of business in Latin America including demographics, psychographics, cultural and social values, and business and managerial methods and systems. (Plus-minus letter grade only)

**IBUS 592 Doing Business in Greater China (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Business in Greater China: demographics, cultural and social values (philosophies, language, etc.), business and managerial methods and systems.

**IBUS 593 Doing Business in Europe (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Exploration of business, economic, political, and social conditions affecting commercial conduct in Europe including opportunities and challenges for investment and trade.

**IBUS 594 Doing Business in Asia-Pacific Countries (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

In-depth study of current issues in Asia-Pacific economic, cultural, political, social, and institutional environments and their impacts on national competitiveness within the region.

**IBUS 596 Doing Business in Japan (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Analysis of issues in Japanese culture, management, organization, and employment relations including organizational behavior and international business strategies of Japanese firms and development of a strong base of knowledge for research, consulting, or business. (Plus-minus letter grade only)

**IBUS 598 Doing Business in Emerging Markets (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Insight into and guidelines for ways of interacting and doing business with the wide range of cultures, institutions, businesses, and regions that are associated with emerging markets. (Plus-minus letter grade only)

**IBUS 620 Research in International Business and the Global Market (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Strengthening skills in analyzing international markets and conducting a business plan. Discussion of international business entry strategy, environment analysis, and business risks. (Plus-minus letter grade only)

**IBUS 628 Global Human Resource Management (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Examination of the nature of developing and managing human resources at the global level. Exploration of the challenges in the global environment and strategies used to effectively develop and manage a global workforce in culturally and geographically diverse environments. (Plus-minus letter grade only)

**IBUS 638 Global Leadership and Cultural Competencies (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Examination of different aspects in developing global leadership skills and cultural competencies in the volatile, competitive environments from an individual, collective, and organizational collaborator's perspective. Focus on the mindset, concepts and tools, cultural and contextual intelligence, and self-awareness. (Plus-minus letter grade only)

**IBUS 659 Introduction to International Business Negotiation (Units: 3)**

Prerequisites: IBUS 330 and MGMT 405 with a grade of C- or better; or consent of the instructor.

Exercises involving various protagonists, organizational contexts, and situations to strengthen intercultural negotiating skills, which are becoming more essential as business grows more global and participative. (Plus-minus letter grade only) (This course is offered as IBUS 659 and MGMT 659. Students may not repeat the course under an alternate prefix.)

**IBUS 676 Social Entrepreneurship in a Global Context (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better.

Examination of social entrepreneurship in a global context with a focus on new business models, micro-financing, and community-based entrepreneurship. (Plus-minus letter grade only)

**Course Attributes:**

- Social Justice

**IBUS 681 Seminar in Comparative Management (Units: 3)**

Prerequisite: IBUS 330 with a grade of C- or better or consent of the instructor.

Analysis of managerial performance in different cultures. Examines the international dimensions of organizational behavior in different countries and the varying socioeconomic, political, and legal variables that interact with culture to affect local and international management.

**IBUS 690 Global Strategic Management (Units: 3)**

Prerequisites: IBUS 330 and MGMT 405 with grades of C- or better; FIN 350; or consent of the instructor; FIN 536 recommended.

A case study approach to business strategy, tactics, and decision-making in a multinational enterprise. Interactive effects of governmental and business policies.

**IBUS 699 Independent Study (Units: 1-3)**

Prerequisites: Open only to upper-division students that have demonstrated the ability to work independently. Consent of the instructor, adviser, and department chair.

Intensive problem analysis under the direction of an International Business faculty member. May be repeated for a total of 6 units. [CSL may be available]

**IBUS 815 Seminar in International Business (Units: 3)**

Prerequisite: Restricted to graduate Business students; graduate students in other majors permitted with the consent of the Faculty Director of Graduate Programs.

Exploration of themes of culture and environments. Emphasis on the multinational enterprise and forms of international structure and strategy, rationalization of value chains, locational decisions, and FDI, foreign exchange, and global and regional economic integration. (Plus-minus letter grade only)

**IBUS 829 Global Human Resources Management (Units: 3)**

Prerequisite: Restricted to graduate Business students; graduate students in other majors permitted with the consent of the Faculty Director of Graduate Programs.

The theory and applied aspects of human resources management in a global context. Topics cover critical areas and the emerging issues and leverages them for business practices. Focus on strategic HRM for sustained operational excellence. (Plus-minus letter grade only)

**IBUS 838 Global Leadership in the Modern World (Units: 3)**

Prerequisite: Restricted to graduate Business students; graduate students in other majors permitted with the consent of the Faculty Director of Graduate Programs.

Examination of the impacts of globalization on society. Focus on the value of intellectual capital and management in cross-cultural, interdisciplinary, and pluralistic environments. (Plus-minus letter grade only)

**IBUS 841 Creativity for Managers: A Global Perspective (Units: 3)**

Prerequisite: Restricted to graduate Business students; graduate students in other majors permitted with the consent of the Faculty Director of Graduate Programs.

Recognize, analyze, and support the value-adding determinants of creative behavior in a global context. Techniques for enacting and fostering productive creativity. (Plus-minus letter grade only)

**IBUS 857 Seminar on Business in Greater China (Units: 3)**

Prerequisites: Restricted to graduate Business students; BUS 788; graduate students in other majors permitted with the consent of the Faculty Director of Graduate Programs.

Analysis of opportunities, challenges, and approaches required for effective trade, investment, and business operations in The People's Republic of China, Taiwan, and Hong Kong. Exploration of the cultural, institutional, legal, and economic environment, as well as business and government systems. (Plus-minus letter grade only)

**IBUS 859 International Business Negotiating (Units: 3)**

Prerequisites: Restricted to graduate Business and Ethics & Compliance Certificate students; 6 units in a SF State graduate program; graduate students in other programs permitted with the consent of the Faculty Director of Graduate Programs.

Development of intercultural negotiating skills through cases involving protagonists, organizational contexts, and situations. (Plus-minus letter grade only)

(This course is offered as BUS 859 and IBUS 859. Students may not repeat the course under an alternate prefix.)

**IBUS 867 Graduate Internship in International Business (Units: 1-3)**

Prerequisites: Restricted to graduate Business students; GPA of 3.3 or higher; graduate students in other majors permitted with the consent of the Faculty Director of Graduate Programs.

Analysis of experience with an international business or government. Weekly individual conferences with the instructor. (Plus-minus letter grade only)

**IBUS 868 Strategies in Emerging and Developing Economies (Units: 3)**

Prerequisite: Restricted to graduate Business students; graduate students in other majors permitted with the consent of the Faculty Director of Graduate Programs.

Examination of the strategies and basic institutions underlying emerging markets in developing economies. Focus on strategies, business models, micro-financing, and community-based initiatives. (Plus-minus letter grade only)

**IBUS 876 Entrepreneurship in a Global Context (Units: 3)**

Prerequisite: Restricted to graduate Business students; graduate students in other majors permitted with the consent of the Faculty Director of Graduate Programs.

Theory and practice of entrepreneurship in a global context. Emphasis on awareness of business opportunities in different institutional environments. Exploration of strategic skills and a global and ethical mindset that meet the requirements of entrepreneurial ventures in a global economy. (Plus-minus letter grade only)

**IBUS 881 Seminar in Comparative Management (Units: 3)**

Prerequisites: Restricted to graduate Business students; IBUS 815; or consent of the instructor; graduate students in other majors permitted with the consent of the Faculty Director of Graduate Programs.

Analysis of managerial performance in different cultures. Examine the international dimensions of organizational behavior in different countries and the varying socioeconomic, political, and legal variables that interact with culture to affect local and international management. (Plus-minus letter grade only)

**IBUS 889 International Business Strategy (Units: 3)**

Prerequisite: Restricted to graduate Business students; graduate students in other majors permitted with the consent of the Faculty Director of Graduate Programs.

Exploration of international strategy and structure. Analysis of the multinational enterprise and the tools and techniques of global industry analysis. (Plus-minus letter grade only)

**IBUS 895 Research Project in International Business (Units: 3)**

Prerequisites: Two International Business 800-level courses; two additional 800-level courses; consent of the Business Graduate Studies office and instructor; and approval of Advancement to Candidacy (ATC) and Culminating Experience (CE) forms by Graduate Studies.

Open to International Business M.S.B.A. candidates only. (CR/NC grading only)

**IBUS 899 Independent Study (Units: 1-3)**

Prerequisites: Restricted to graduate Business students; consent of the instructor, adviser, and department chair; open only to graduate students that have demonstrated the ability to work independently.

Intensive study of a particular problem under the direction of an international business faculty member. (Plus-minus letter grade only)  
[CSL may be available]