

**Coastal Carolina University**  
**E. Craig Wall Sr. College of Business Administration**  
**CBAD 402 Study Abroad in International Business**  
**Maymester 2006**

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**Course Description:**

A course requiring travel to a foreign country that prepares students to better understand and evaluate the different approaches taken by companies and organizations from different national backgrounds. Focus will be on the economic, sociocultural, and legal environments of a foreign country, including how business practices differ from those used by companies in the United States.

**Targeted Life Skill Objective:**

As a result of having successfully completed this course, the student will be better able to interact productively and effectively with others from different national backgrounds and appreciate the rationale for actions taken by individuals from different national backgrounds as they relate to the process and practice of business.

**Course Objectives:**

At the conclusion of this course, the student will be able:

- (1) To compare and contrast how culture, history, economics, and politics have affected differently the evolution of business practices in the selected countries visited;
- (2) To examine more closely his/her own assumptions, values, and beliefs in the context of experiences within other national settings;
- (3) To become more familiar with individuals, organizations, and institutions in different countries, and their business environments;
- (4) To use course materials to develop briefings about respective country environments; and
- (5) To describe, evaluate, and reflect critically upon experiences within the different countries included on the program.

**Required Reading Materials:**

Readings packet, books, briefing papers, and cases as assigned.  
WebCT site for materials and guidance.

**Overview of Course Policies:**

“A mind that has been stretched by a new experience can never go back to its old dimensions.” – Oliver Wendell Holmes

My role in this course is to assist you in reaching the course objectives. As a study abroad course, we will work closely together for the 23 days of the course. As such, you are especially welcomed and encouraged to discuss with me any concerns or progress you are making for assignments throughout the experience. Several instructional methods will be combined in the course, including case readings, lecture, debate, group work, and audiovisual materials. Your participation in all scheduled course activities and your active consideration of all reflection assignments is expected.

### **Course Grading:**

Participation (including Case Studies Abroad, Team Membership Commitment, Active Preparation for Organizational Interaction, etc.)	30%
Briefing Paper	20%
Journal / Reflection Papers	25%
Book Summary / Evaluation	10%
Leadership / Cooperation in Course Project Assembly Component	<u>15%</u>
	100%

### **Assignments:**

#### *Participation (30%)*

Preparation and participation are critical to success in a course of this type, and therefore attendance and active participation is expected at all scheduled course activities. During the course, you will be asked to lead on discussions, be ready to ask questions during company briefings, become an expert on a particular destination, and reflect critically on your experiences during the program. On some occasions you will be asked to work together on in-class or out-of-class activities, to complete mini-case analyses outside or inside of class, and to collaborate with students from other partner institutions on planned collaborative activities.

#### *Briefing Paper (20%)*

You will be asked to prepare a briefing paper and public orientation to your peers on the location that you picked. (Locations belong to: France (with focus on Paris) – Jennifer; Germany (with focus on Rheinbach, Bonn, Cologne, St. Goar/Rhine River, and Munich) – Cristina and Victoria; Czech Republic (with focus on Prague) – Tammy; Slovakia (with focus on Bratislava) – Ashley; and Austria (with focus on Vienna) – Meredith.) The briefing paper will be no shorter than 8 and no longer than 10 pages per person (including citations), and will include an emphasis on the following issues:

1. Brief overview of historical development of the area/region;
2. Overview of current political system, conditions and brief statement of major issues;
3. Major cultural attributes of the respective location and a list of some specific cultural guidelines, conversational topics to avoid and suggestions to start an informed discussion with a local resident by team members in the location.
4. Basic overview of business processes and/or culture of the respective location, based on sourcing available;
5. Brief (no longer than one-page) overview of the respective company/organizations that will be visited during the trip, as per the itinerary), along with locations of where to find more information about them;
6. Identification of major news sources within the country/location, and brief identification of 2 – 3 leading pieces of news that have happened or are happening currently within the destinations we will visit.

Prior to our visit to each location, the lead person for that location will provide copies of the briefing to each person in the collective group (11 students, plus copies for Dr. Domke-Damonte and Dr. Gilbert), and lead an oral orientation discussion highlighting these areas and issues mentioned in the briefing paper. (While abroad, copies can be made by Dr. Domke-Damonte.) The idea is to inform and stimulate discussion which we will collectively process and participate in. You will also work with Dr. Domke-Damonte to save a word version of your paper into the format necessary for our group project.

NOTE: For both the oral and written parts of the project, it is expected that students will use a broad variety of reference materials, and these materials must be correctly cited at the end of each of the written components. **DO NOT** rely solely on the internet. While it may provide a useful reference for some materials, it is not the only source of data on both companies and countries. Further, as with other references, internet cites should also be referenced in the report, and quotes taken from internet cites treated in the same manner as those taken from paper sources.

#### *Journal /Reflection Papers (25%):*

To enable a critical reflection on the interactions and experiences that you have on this trip, you will maintain a personal journal for each day of the trip. In the journal, you will reflect on the following issues:

(a) matters of observation of persons, interactions, and situations that you perceived as different, odd, or unusual, and your honest responses and reactions to these observations (use the double loop learning process sheets for this part of your journaling and be sure to complete at least one of these every other day);

(b) reflection and response to each of the respective briefing papers (except your own!): Respond here in no less than one page and no more than 2 pages to the following: What does this report prepare you to expect? What will you talk with people in \_\_\_ about? What questions does this briefing report make you want to answer for yourself about this country and how

business is conducted there? What two questions will you ask at the company/organizations that we are visiting on this segment of the trip?

(c) evaluation and reflection on each particular day's schedule, including visits and activities and their contributions to your learning something about international business and/or the cultures, economies, or political or social systems within which international business occurs, and your own self development.

(d) As we prepare to leave each respective location, you will respond to the following question in no fewer than two paragraphs and no longer than four paragraphs: *Would you want to live and/or work in this country/city? Why or why not? What would you tell someone about what business is like in this country/city? What did you learn from your plan for the self-directed usage of your free time?* As we leave each location, you will provide these journal sheets to Dr. Domke-Damonte for review, grading, and critique, and for selection of specific feedback, observation, or insight to be used anonymously for the reflection component of the course project.

#### Book Review/Evaluation (10%)

On the first day of orientation (May 8), you will each be assigned a book to read and review that pertains to the location you have selected for your briefing paper. By no later than May 31, you will (a) provide a short briefing to the group on your evaluation of how well the respective book helped you to understand the cultural and business setting within the respective location. By no later than June 5, you will provide to Dr. Domke-Damonte (a) a five-page MS word document that identifies the book, author, publisher information; provides a two-page summary of the major insights derived from the book that reflects your careful reading of the book; and no longer than 2 pages of reflective evaluation of the book's ability to help you better understand the respective cultural setting and business processes within the locations that it covers; and (b) upload onto [www.amazon.com](http://www.amazon.com) your review and rating for the respective book (please email Dr. Domke-Damonte when you have done so).

#### Leadership / Cooperation in Course Project Assembly Component (15%)

This year, we will complete an innovative and collaborative project, both as a team building tool and as a means of collectively crafting a reflective memento of the experience that we will undertake. You will serve as team leader for your segment of the project, and will also be evaluated on your contribution to the process of following effectively to assist other team leaders to accomplish their segments of the project. To complete this component of the course, you will do the following:

- (1) Save your own briefing paper as a MS Word document called "parisbriefing.doc" (or germanybriefing.doc, or praguebriefing.doc, or bratislavabriefing.doc, or viennabriefing.doc) in the appropriate folder on Dr. Domke-Damonte's laptop. Please use all lower case letters.
- (2) Collect and assist all course members from CBAD 402 and from GERM 130 to upload their digital pictures into the file noted on Dr. Domke-Damonte's laptop that is denoted for your country/city location (e.g., Paris) and under the respective person's name (e.g., Jessica).
- (3) Identify from among all the pictures you have uploaded, in cooperation with your colleagues, five pictures that will serve as the lead pictures for the respective Dreamweaver project. You will save these pictures with the titles provided to you in the project handout.
- (4) Write a creative, insightful, reflective, and comprehensive descriptive evaluation of the experiences within the respective location for which you have had responsibility, that is no longer than 2 paragraphs long. (This will serve as the opening narrative on the index page for the country/city for which you have responsibility.)
- (5) Provide the book review to Dr. Domke-Damonte as a MS Word file called parisbookreview.doc (or germanybookreview.doc, praguebookreview.doc, bratislavabookreview.doc, or viennabookreview.doc, as appropriate).

Deadline for completion of phases 1 – 4 of the above task is within one day of leaving the respective location. Book reviews should be emailed to Dr. Domke-Damonte no later than June 5, 2006.

#### Grading for the Course:

A	90% - 100%	B+	87% - 89.99%	B	80% - 86.99%
C+	77% - 79.99%	C	70% - 76.99%	D+	67% - 69.99%
D	60% - 66.99%	F	0% - 59.99%		