BUS627: BUSINESS, GOVERNMENT, AND EXTERNAL ENVIRONMENT

Dr. Jin Suk Park  
Office: A405a  
E-Mail: jsp3@hawaii.edu  
Office Hours: By appointment

Course Description:

1. This course introduces the students to important issues related to the external environment in which they will operate.
2. The additional purpose of this course is to better understand how business and external environment interact in the context of international business.
3. Thus, this course is organized in the four categories of international distances: (1) Cultural, (2) administrative (3), geographical, and (4) economic distance.

Learning Goals & Course Objectives

1. This course reflects a “learning-by-doing” philosophy. Participation in-class discussion and individual research such as discussion note are essential.
2. By combining the outcomes from the discussion and research, we will induce a big picture of external environment.
3. Some statistical analyses such as regression model will be the part of final outcomes of this course.

Philosophy of Course

1. To be practical as possible.
2. To increase the value of yourself.
3. To share your ideas with others.

Grade: This course adheres to the following grade distribution policy suggested by the program.
1. The target for "A" grades in MBA core courses is no more than 30 percent of assigned grades.
2. The target for "A" grades in MBA elective courses is no more than 40 to 50 percent of assigned grades.
Evaluation criteria

**Individual Performance (50):**

<table>
<thead>
<tr>
<th>Contribution to discussion</th>
<th>90 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class attendance</td>
<td>10 points</td>
</tr>
<tr>
<td></td>
<td><strong>Total: 100 points</strong></td>
</tr>
</tbody>
</table>

90 points for “Contribution to discussion”: For every seven session of in-class discussion, each student is asked to submit his/her 1 to 3 pages of idea note in advance of every discussion session. Each idea note will be evaluated and the full score for each note and discussion participation is 18 points. In other words, 18 points X 5 sessions = 90 points. Details will be explained in the first day of lecture (8/27).

10 points for “Class attendance”: Missing one class will subtract 2 point from your class participation score. Being late will be 1 point deduction. It is also important to keep in mind that “**missing 5 classes or more means F.**” Inappropriate attitudes disrupting other students’ learning may give additional penalty.

The final grades will be determined by total points: A = 90–100; B = 80-89; C = 70-79; D = 60-69; and F is below 60. The professor reserves the right to give students bonus credit based on exceptional performance, and to award “+” and “-“ grades when deemed appropriate.

The above percentage allocations and grading criteria are approximations given to act as guidance. They are not a rigid fixed formula. The instructor reserves the right to use his judgment.

**Required Reading Material**
BUS 627: BUSINESS, GOVERNMENT, AND EXTERNAL ENVIRONMENT

STUDENT INFORMATION SHEET

The purpose of this form is to help me get to know who you are. Please complete the form below, detach it and return it to me.

Name:

Student ID#:

Major Field:

Work Experience (with the length of each work):

Career Objective (Why are you pursuing MBA degree? Your plan after degree?):

Hobbies:

Other Comments You Wish To Share:

PHOTO
(required)
Please attach a snapshot of yourself here.
### COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction (8/27)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Cultural Distance (1) Discussion (9/3)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Cultural Distance (2) &amp; Discussion (9/10)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Administrative Distance Discussion (9/17)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Geographic Distance Discussion (9/24)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Economic Distance Discussion (10/1)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>No Class for Final Project (10/8)</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Final Summary Day (10/15)</td>
<td></td>
</tr>
</tbody>
</table>

**Caveat:** Some minor changes may be made in the course content and/or schedule as the semester progresses.