

Global Business Management

Dr. Nanda Viswanathan, Chair
Business Management Department
Nanda.Viswanathan@farmingdale.edu
631-420-2015
School of Business

Bachelor of Science Degree

The Bachelor of Science in Global Business Management is designed to prepare students for the rapidly growing and evolving field of global business. In today's increasingly interlinked world economy, virtually all business involves international human resources, management, marketing, supply chain management, and finance. In addition, information technology and legal systems must be understood and coordinated on a global basis. The Global Business Management program, through required and a wide array of elective courses allows students to complete degree requirements focusing on key aspects of international business. Students in the program will also develop an appreciation and understanding of other cultures through foreign language and area studies courses, which allow them to explore countries and languages of particular interest. As part of the Global Business program, study at campuses outside the United States is strongly encouraged.

Typical Employment Opportunities

International Marketing/Sales/Advertising
Management of Multinational Corporations (MNCs)
International Human Resource Management
Global Strategic Planning Management
Product/Service Development
Product/Brand Management
Procurement/Purchasing Management
Quality Management
International Supply Chain Management
Strategic Sourcing
International Logistics
Warehouse and Distribution Center Management
Site and Outsourcing Management
Production Management in Manufacturing and Service Enterprises

Global Business Management (BS) Program Outcomes:

- Graduates will be effective communicators and possess critical thinking skills necessary to analyze and solve problems in a global context.
- Graduates will have an appreciation of multiple cultures and learn to work effectively in a multi-cultural and diverse environment in different areas of the world.
- Graduates will have an understanding of global financial theories and systems, global markets, and legal issues in an international environment.

- Graduates will have the ability to work well in global teams and understand the social context of businesses in a global society.

Fall 2019 - Subject to Revision

Liberal Arts and Sciences	(61 credits)
EGL 101 Composition 1: College Writing (GE)	3
EGL 102 Composition 2: Writing About Literature	3
Basic Communication (GE)	3
Humanities (GE)	3
The Arts (GE)	3
American/Other World/Western Civilization History (GE)	3
MTH 117 Precalculus with Applications or MTH 129 Precalculus (GE)	4
ECO 156 Macroeconomics (GE)	3
ECO 157 Microeconomics	3
Natural Science (GE)	3
Foreign Language II (GE)	3
Area Studies or Foreign Language by advisement	6
Math 110 Statistics (GE)	3
Politics Elective by advisement	3
PHI 207 Business Ethics	3
Economics elective by advisement	3
Arts & Sciences electives	9
Required Major Courses	(51 credits)
BUS 101 Accounting I	3
BUS 102 Accounting II	3
BUS 109 Management Theories & Practices	3
BUS 131 Marketing Principles	3
BUS 202 Business Law I	3
BUS 280 International Business	3
BUS 300 Operations Management	3
BUS 301 Corporate Finance	3
BUS 320 International Marketing	3

BUS 321 International Law	3
BUS 322 International Management	3
BUS 366 International Human Resource Management	3
BUS 409 Strategic Management	3
BUS 473 Global Finance	3
BUS 494 Seminar in Global & International Business Management	3
BCS 102 Computer Concepts & Applications	3
BCS 300 Management Information Systems	3
Electives	(9 credits)
Global Business Elective	6
Free elective	3
Total Credits:	121

Degree Type: BS

Total Required Credits: 121

Please refer to the General Education, Applied Learning, and Writing Intensive requirement sections of the College Catalog and consult with your advisor to ensure that graduation requirements are satisfied.

Course Descriptions

EGL 101 Composition 1: College Writing (GE)

This is the first part of a required sequence in college essay writing. Students learn to view writing as a process that involves generating ideas, formulating and developing a thesis, structuring paragraphs and essays, as well as revising and editing drafts. The focus is on the development of critical and analytical thinking. Students also learn the correct and ethical use of print and electronic sources. At least one research paper is required. A grade of C or higher is a graduation requirement.

Note: Students passing a departmental diagnostic exam given on the first day of class will remain in EGL 101; all others will be placed in EGL 097. Prerequisite is any of the following: successful completion of EGL 097; an SAT essay score (taken prior to March 1, 2016) of 7 or higher; an SAT essay score (taken after March 1, 2016) of 5 or higher; on-campus placement testing. Credits: 3

EGL 102 Composition 2: Writing About Literature

This is the second part of the required introductory English composition sequence. This course builds on writing skills developed in EGL 101, specifically the ability to write analytical and persuasive essays and to use research materials correctly and effectively. Students read selections from different literary genres (poetry, drama, and narrative fiction). Selections from the literature provide the basis for analytical and critical essays that explore the ways writers use works of the imagination to explore human experience. Grade of C or higher is a graduation requirement. Prerequisite(s): EGL 101 Credits: 3

MTH 117 Precalculus with Applications or MTH 129 Precalculus (GE)

This is a Precalculus course with applications from various disciplines including technology, science, and business. This course uses linear, power, polynomial, exponential, logarithmic, and trigonometric functions to model real world problems.

The important characteristics and properties of these functions are investigated. The emphasis is on applications and problem solving. Note: Students completing this course may not receive credit for MTH 129. Prerequisite(s): MP3 or MTH 116
Credits: 4

ECO 156 Macroeconomics (GE)

This course is designed to introduce classic macroeconomic issues such as unemployment, inflation, national income and economic growth. The course will provide a unified framework to address these issues and to study the impact of different policies, such as monetary and fiscal policies, on the aggregate behavior of the economy. Analytical tools will be used to understand the experiences of the United States and other countries, and to address how current policy initiatives affect their macroeconomic performance. Credits: 3

ECO 157 Microeconomics

This course introduces students to fundamental economic concepts and theory, including demand, supply, and the formation of equilibrium prices in product and resource markets. Students will learn a specific set of analytical tools as well as how to apply them to current policy issues. In addition, the course offers an introduction to applied fields such as industrial organization (market structures), labor economics, international trade, and market failure. Credits: 3

PHI 207 Business Ethics

An examination of ethical issues that arise in business and how these issues can be resolved. Various principles of ethical theory are analyzed and applied to particular business situations. Prerequisite(s): EGL 102 with a grade of C or higher
Credits: 3

BUS 101 Accounting I

Fundamental accounting concepts and principles are covered through an understanding of the following topics: accounting as an information system; analyzing a transaction; the accounting cycle; accounting for both service enterprises and merchandising businesses; deferrals and accruals; reversing entries; systems design; accounting for cash, receivables, temporary investments and inventory; payroll accounting. Students apply concepts to the preparation of special journals, subsidiary ledgers, worksheets and financial statements. Credits: 3

BUS 102 Accounting II

Continued development of the principles and concepts introduced in Accounting I. The following topics are included: emphasis on further understanding of generally accepted accounting principles; plant assets; intangible assets; determination of depreciation, depletion and amortization; accounting for partnerships and corporations; long term liabilities; investments in bonds and stock; statement of cash flows; managerial accounting; accounting for manufacturing operations; budgeting and standard costs systems. Prerequisite(s): BUS 101 with a grade of C or higher Credits: 3

BUS 109 Management Theories & Practices

This introductory course covers management principles pertaining to human resources, individual behavior in organizations, employee motivation and performance, and business ethics. Topics also include managing and the manager's job; planning and decision making; employee performance appraisal and feedback; leadership and influence processes; interpersonal relations and communication; and managing work groups and teams. Credits: 3

BUS 131 Marketing Principles

This course provides the student with a sound knowledge of the basic elements of the marketing process. Major topics include the features of consumer and organizational markets, market segmentation, and target market strategies. Product planning and development, brands, packaging and other product features are covered. Price determination and the use of various pricing strategies are discussed. The factors in the selection of channels of distribution and the features of wholesaling and retailing are considered. Elements of the promotional process such as sales, advertising, and sales

promotion are included. Ethical and legal issues in marketing, marketing of services, global marketing, and marketing on the Internet are also covered. Credits: 3

BUS 202 Business Law I

An introduction to the nature and sources of law; the role the legal system; the law of torts and crimes; the law of contracts; and real and personal property. Credits: 3

BUS 280 International Business

This course examines the international integration of socio-cultural, political, and economic aspects of business. It explores the impact of globalization on countries, organizations, and individuals. The course will also discuss key issues in ethics, corporate social responsibility, and technology in the global context. Students will develop a broad understanding of the global marketplace and learn how the global environment affects business functions and performance. Credits: 3

BUS 300 Operations Management

This course undertakes an examination of the role of operations within manufacturing and service organizations. Emphasis is placed upon recognizing operational opportunities and tradeoffs, and employing quantitative and qualitative tools and decision support systems to assist strategic and operational decision-making. The general functions of operations management as applied to the transformation process are covered. Some of the important topics include but not limited to Forecasting, Statistical Quality Control, Inventory Management, Linear Programming, and Transportation Models. Note: Students who have previously completed IND 301 cannot receive credit for BUS 300. Prerequisite(s): BUS 240 or MTH 110 Credits: 3

BUS 320 International Marketing

As the interconnectedness of the global economy grows, marketing managers are faced with an imperative to understand and face the challenges posed by the international marketplace, including the challenge of selling goods and services in markets abroad. This course focuses on marketing management within international settings and will cover topics and issues such as international market selection, adaptation of products, international promotion and pricing strategies, and differences in distribution channels, all within the context of national differences in culture, consumer behavior, levels of development, and political, legal, and economic systems. Prerequisite(s): BUS 131 Credits: 3

BUS 321 International Law

This course provides study in the basic concepts and processes of the international legal system. The interaction of state, federal, and international law as well as the relationship of international law and the American legal system are explained. Particular attention is given to current problems faced by managers and to the dominant political, social economic, and technological forces influencing the evolution of international law. Prerequisite(s): BUS 202 Credits: 3

BUS 322 International Management

This course will examine the critical issues and practices of international management. Emphasis will be placed on the multicultural workforce and worldwide developments. Topics will include planning, political risk, organizing, decision-making, and controlling as pertaining to international management and operations. Students will study human resource/personnel issues concerning selection and repatriation, communication skills, and labor relations in a global context. Ethics and social responsibility as well as future trends of international management will be explored. The course will include student assignments and case studies examining the issues affecting small businesses expanding operations into foreign markets. Prerequisite(s): BUS 109, BUS 280 Credits: 3

BUS 366 International Human Resource Management

The importance of managing cultural diversity is a critical component to deriving successful outcomes for the workplace endeavor as well as the criteria for individual advancement in one's career in the global arena. The rapidly expanding

involvement of the United States in global business activities has created a critical need for international business talent in all areas of business, and in particular, successful management of cultural differences to advance the team and the entity. This course addresses the understanding of cultural differences in global business and the art of negotiation to gain a win/win. Prerequisite(s): BUS 109 Credits: 3

BUS 409 Strategic Management

This course covers key strategic management topics including internal and external scanning for SWOT (strengths, weaknesses, opportunities, and threats) analysis, competitive advantage, cost versus differentiation, horizontal and vertical integration, strategic alliances, strategy implementation, as well as many other important topics. Special attention will be paid to international contexts, issues of ethics and governance, and measurements of strategic success. Students will be required to present oral and/or written case studies and analyses. Students who have previously completed IND 409 cannot receive credit for BUS 409. Note: Students cannot get credit for BUS 409 and 409W; BUS 409W can be used to fulfill the writing intensive requirement. Prerequisite(s): BUS 300, Senior level status Credits: 3

BUS 473 Global Finance

Introduces students to financial management in the context of international and global market and firm activities. Topics presented include international financial markets, foreign exchange markets, exchange rates, portfolio management from a global perspective, risk management, international banking, and multinational financial management. Prerequisite(s): BUS 201, 280 Credits: 3

BUS 494 Seminar in Global & International Business Management

This capstone course for global business management majors will cover a wide range of current issues in strategy and policy and integrates concepts from across the core global business courses. Students will be required to synthesize and apply these methods and concepts to case studies and case write-ups. The course will culminate with students developing and completing a research project and presentation based upon their personal interest in global/international business. Prerequisite(s): BUS 280, 320, 322, and 409 Credits: 3

BCS 102 Computer Concepts & Applications

This is an introductory course in the use of personal computers in today's society. Students will receive instruction in basic computer concepts and terminology, the fundamentals of the Windows operating system and have hands on experience at the beginning to intermediate level using Microsoft Word, Excel, and PowerPoint. The Internet will be used to supplement textbook and lecture materials. Computer Systems students cannot use BCS 102 to meet a BCS Elective requirement. Credits: 3

BCS 300 Management Information Systems

Managers have increasing responsibility for determining their information system needs and for designing and implementing information systems that support these needs. Management information systems integrate, for purposes of information requirements, the accounting, finance, and operations management functions of an organization. This course will examine the various levels and types of software and information systems required by an organization to integrate these functions. Prerequisite(s): BUS 109 or BUS 111 Credits: 3

Admission to Farmingdale State College - State University of New York is based on the qualifications of the applicant without regard to age, sex, marital or military status, race, color, creed, religion, national origin, disability or sexual orientation.