

GSP Curriculum

IB

International Business (IB)

The international economy of today offers unprecedented opportunities and challenges. To meet these challenges, corporations must develop a cadre of experts who possess a deep understanding of global issues as well as a command of core business skills.

The teaching goal of this department is to provide students with a theoretical and practical background in international business so that they understand the principles and structures of business activities in the emerging borderless market environment.

Our program mainly concentrates on three disciplines: finance, marketing and organizational behavior in international environments. The principles of management are common across countries. Competitive management expertise, however, can be obtained only by understanding how these principles are applied to the global business environment as well as within multinational companies.

Major

Course	Applied Economics (GSPIT 711)
Course Summary	This course is primarily designed to introduce principles of economics in a practical way for those students who have not taken any rigorous economics courses. Accordingly, emphasis will be laid on the way economists think, and on practical issues, rather than on mathematical details. After taking this course, it is hoped that the students can understand and have their own views on economic issues that appear in the news media, albeit rudimentary. The textbook written by Gregory Mankiw was chosen, keeping this emphasis in mind. It is almost without mathematics, but with some graphs, case studies and newspaper articles. On the other hand, modern economies seem more concerned with macro-economic issues. In that regard, a second textbook on macroeconomics was added to the required reading list, which is also designed for non-degree seeking students in economics. Additionally, I also strongly recommend students to read a book written by Paul Krugman for easy understanding and explanation for the economic way of thinking in the past several decades.
Recommended Background Courses	None

Course	Business Management (GSPIB 701)
Course Summary	<p>This course serves as an introduction to the discipline of business management. It is designed to integrate the accepted theories in the area with real world applications to provide students with the basic knowledge and skills needed for managing others. This course begins with a discussion of the current issues in management and then proceeds to cover the traditional functions of management: planning, organizing, leading, and controlling. Lecture and class assignments given in the course are intended to help students understand the needs of modern public and private organizations, including emerging national and international trends.</p>
Recommended Background Courses	None

Course	Marketing Management (GSPIB 731)
Course Summary	<p>The course focuses on business level marketing strategy and uses the marketing planning process as the framework for understanding the integration and coordination of marketing decisions. The student will develop skills in creating and evaluating marketing plans, strategies, and implementation programs so that the student will be better prepared to manage the marketing problems he or she will encounter in his/her profession. As part of the course requirements, the student will prepare marketing cases for class discussion, conduct environmental, competitive, and customer analyses, and develop several strategic marketing plans. The course also makes extensive use of team-based assignment and active class discussion.</p>
Recommended Background Courses	None

Course	Corporate Finance (GSPIB 721)
Course Summary	This course is an introductory course in finance that deals with important issues from the perspective of a financial manager who makes investment decisions. It also introduces basic concepts of financial securities and their valuation. The course is organized into two parts. The first part—investment policy—asks how to evaluate projects and select value-added projects, including valuation of future cash flows, net present value, capital investment decision, cost of capital, and project analysis. The second part—valuation and capital markets—introduces securities such as bonds, stocks and derivative securities and how to value them. In addition, capital structure (Debt/Equity) will be discussed to
Recommended Background Courses	None

Major Electives

Course	International Business (GSPIB 702)
Course Summary	<p>We will pursue two main goals in this course: to integrate your knowledge from previous international studies courses (Economics, Politics & International Relations, Area Studies and Business), and to study real businesses from the view of top management. You will suggest the competitive actions these businesses should take for the future.</p> <p>We will reach our two goals in four ways:</p> <ol style="list-style-type: none"> 1. A thorough study of the International Business and Strategy. 2. Analyzing cases involving real organizations of different countries and in different industries. 3. Studying readings and reading information from the Internet about particular companies, industries, and Emerging Economies (China, India, Brazil, Russia, Indonesia etc.). You will have numerous short writing assignments in and out of class based on these assignments. 4. Completing a term project as part of a small group. With this group, you will analyze a firm's current strategic situation, develop a strategy for its future, and present your project in writing to me and orally to the class.
Recommended Background Courses	None

Course	International Finance (GSPIB 724)
Course Summary	<p>This course extends the principles of financial management and investment analysis to the international environment. The course presumes that students have basic knowledge of international economics and corporate finance such as determinants of exchange rates, capital asset pricing model and capital budgeting. The goal is to provide a comprehensive framework for making financial decisions of multinational companies under global conditions. The course is divided into three sections: 1) Understanding international financial environment (determinants of the exchange rate and international economy); 2) foreign exchange risk management for multinational companies; and 3) topics in international corporate finance. Students will be exposed to a broad range of practical case studies in international finance.</p>
Recommended Background Courses	None

Course	Capital Market and Cases (GSPIB 722)
Course Summary	<p>This course is designed to equip students with the various topics which multinational firms and/or financial institutions will face during the normal course of business. Major topics will include cases, regulations, prospectus and articles you will find in capital market and accounting system. Students will learn the topics through class presentation, case analysis, and text presentation and lecture. Class participation is one of core factors in this course because topics should be discussed in the context of interaction among class participants and the sharing of experience with each other. In addition, thorough preparation and review of the text book will be a prerequisite for class participation and understanding of the course topics. In recent years, the financial and capital market have experienced various phases of change. The collapse of equity market and debt market due to the unwinding and deleveraging has had a huge impact on capital market players and related instruments. In particular, all types of funds, from hedge funds to private equity funds, have experienced dramatic changes in investment strategy and implementation. Students will learn lessons from actual cases ranging from bank failure to fund redemption.</p>
Recommended Background Courses	None

Course	Special Topics in Business (GSPIB 704)
Course Summary	<p>This course is designed to provide actual cases and knowledge to students who are interested in doing business globally. There have been tremendous changes in every sector of global markets in terms of strategy, governance, structure, culture, people, region etc. I will subcategorize the issues and changes into five topics. They are general topics in doing business globally, innovation shown by industry 4.0 movement, global industry consolidation such as M&A activities, changing marketing strategy to build global mega brand, and emerging market opportunities and risks. Participants in the class will be joining teams consisting of 3 – 5 members to perform in-depth case study and research in assigned topic out of five subject mentioned above.</p>
Recommended Background Courses	None

Course	Financial Accounting (GSPIB 711)
Course Summary	<p>This course provides students with a basic understanding of accounting as –the language of businessl. It introduces students to the basic concepts, principles, procedures and approaches underlying the accounting process. This basic understanding facilitates the interpretation of financial information, which is useful to investors, creditors, and other stakeholders.</p>
Recommended Background Courses	None

Course	International Marketing (GSPIB 733)
Course Summary	<p>As the subject of international (dimension of) marketing, this course pursues to have the students understanding on the specific contexts and managerial and strategic issues in international and global marketing beyond the scope of introductory course. The course could be divided as four steps – (1) overview, (2) international marketing environments, (3) marketing development and implementation, and (4) marketing strategy. In addition to these steps, during the course, individual/group studies and presentations are also conducted.</p>
Recommended Background Courses	Marketing Management

Course	Security Analysis and Investment (GSPIB 723)
Course Summary	This course deals with the financial securities markets, principles of investments, asset allocation, security analysis, and investment managements. I presume that students have basic knowledge of corporate finance such as time value of money and Capital Asset Pricing Model. The course emphasizes not only academic principles but also practical investment knowledge. At the end of the semester, students are expected to understand the characteristics of risky assets such as stock, bond, and options, how to allocate assets for your financial situation, and how to get information about securities and analyze securities from available information. Pre-required course is corporate finance. Basic knowledge of Statistics is also required.
Recommended Background Courses	None

Course	Consumer Behavior (GSPIB 735)
Course Summary	We are all consumers. We buy groceries, computers, and cars. We purchase services ranging from bank accounts to college educations. However, we also know that consumers are different from one another. We buy different clothes, drive different cars, and eat different foods. Furthermore, the same consumer makes different decisions depending on the situation. As Managers, how then are we to construct coherent marketing strategies?
Recommended Background Courses	None

Course	Managerial Statistics (GSPIB 781)
Course Summary	This course is designed for students who have never taken any college level statistics. The purpose of the course is to introduce basic concepts of statistics and statistical methods and apply them to the real world. Students are not expected to have had any mathematical or statistical training beyond the high school level of mathematics. Students, however, who have never been exposed to any mathematics at college may have difficulty in following the course. The course will emphasize data analysis skills. At the end of the semester, the students are expected to have high proficiency of Excel and statistical skills to implement appropriate methods for various data analyses.
Recommended Background Courses	None