

# GLOBAL MANAGEMENT (GLBM)

## Major Requirements

All management has become global management. No organization can flourish without managers who can understand the importance of developments beyond the borders of their home country, devise effective strategies to respond to the challenges of global competition, and understand the intricacies endemic to the global flow of capital and goods. The Global Management (GLBM) program offers students an opportunity to learn more about the international dimension of business and to prepare for careers in various sectors of the global economy. Courses in the GLBM program will sensitize students to the changing institutional landscape, the increasingly complex flows of goods, talent, and capital, and the international differences that influence organizational and managerial success. Students will also take relevant courses in other parts of the University, gaining insights into the political and economic dynamics of the global system and acquiring the linguistic and cultural understanding necessary to function in other countries. Graduates of this program will have the necessary skills, knowledge, and judgment to adapt to and manage effectively in an increasingly global business environment.

Graduates of the Global Management program will complete a curriculum designed to help them achieve the following specific learning objectives.

1. *Understanding Organizations as Global Phenomena.* Students of global management will learn how to adapt their understanding of the core disciplines of management (studied in the BSBA core) to a global context. This will entail taking advanced courses in global finance, strategy, and operations, in order to develop the analytical and technical skills requisite to global management.
2. *Considering the Manager as a Global Actor.* Students will acquire the leadership skills – negotiation, communication, cross-cultural management, adaptation, decision-making, etc. – that individuals need to succeed in a complex, foreign landscape. Real-world projects on international management will enable them to develop these skills.
3. *Awareness of the Global System.* Global management students will become aware of the political, economic, social, and cultural forces that define and shape the emerging global system and think deeply about how they shape the practice of management and how, in turn, organizations – particularly multinational corporations – shape the contexts in which they operate.
4. *Ability to Access a Region or Country.* National differences remain a powerful force, shaping markets, consumption patterns, business strategies, and organizational life. Students will develop the ability to access or ‘get to know’ a region or country by focusing on its political, economic, and/or cultural features.

## BSBA Core Curriculum Requirements

### Foundational Literacy Requirements

MGMT 100	Management Past, Present and Future	.5
MGMT 101	Introduction to Organization and Management	1
MGMT 102	Quantitative Reasoning for Managers	1
ECON 103	Economic Principles and Problems	1

### Managerial Literacy Requirements

MGMT 200	Foundations Accounting and Financial Management I	1
MGMT 201	Marketing	1
MGMT 203	Managerial Finance	1

### Integrative Literacy Requirements

MGMT 302	The Stakeholder Organization	1
MGMT 303	The Technological Organization	1
MGMT 304	The Strategic Organization	1

All BSBA majors must satisfy the Culminating Experience component of the College Core Curriculum. GLBM majors typically fulfill this requirement by successfully completing GLBM 400 Global Manager Abroad. In addition, all majors will take core curriculum coursework that address the instruction in writing, speaking, and information literacy goals of the College Core Curriculum.

In the spring of their sophomore year, all BSBA students will, in consultation with their advisers, select a major from among the four specialized programs and will complete the specific major requirements in addition to the BSBA core curriculum requirements. Transferring between programs is possible as long as the student will be able to meet all degree requirements of the new program and still graduate on schedule.

## Global Management Requirements

Beyond completion of the BSBA core curriculum requirements, all GLBM majors must take the following courses:

GLBM 300	Global Manager as Diplomat	1
GLBM 301	Global Supply Chain Management	1
GLBM 302	The Global Flow of Capital	1

GLBM 400	Global Manager Abroad (may be offered as two half-credit courses)	1
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## Global Environment Electives

GLBM majors must take ONE of the following *Global Environment Electives*. With permission of their adviser, students may substitute other courses appropriate to this category and satisfying learning objective #3, as long as such courses are taught by faculty outside the School of Management.

Select one of the following:

ECON 227	International Economics	1
GEOG 209	Economic Geography	
GEOG 211	Political Geography	
IREL 252	Political Economy of Global Resources	
IREL 390	American Global Strategy	
POLS 170	International Politics	
POLS 205	Comparative Politics	
POLS 275	Global Governance	
POLS 277	International Political Economy	

## Area Studies Electives

GLBM majors must take TWO Area Studies Electives. The two courses should focus on the same region (such as East Asia, Africa, Europe, Middle East, Latin America and the Caribbean, etc.) and must be taught by faculty outside the School of Management. Courses appropriate to this category and satisfying learning objective #4 will be chosen by the students in consultation with their advisers.

## Language and Cultural Skills

GLBM majors must demonstrate intermediate proficiency in at least one foreign language or elementary proficiency in two. They may do so by passing the fourth course or higher (intermediate) or the second course or higher (elementary) in a language sequence at Bucknell. Alternatively, students may demonstrate intermediate proficiency by passing a one-credit 200-level language course on the culture or society of a country or region. Students may achieve proficiency in other ways, including abroad experiences and courses taken elsewhere. Students whose native language is not English are exempt from this requirement. Moreover, students are strongly encouraged to acquire some experience abroad through one of the many international programs available to Bucknell students.

Please see School of Management main page for all management faculty and program chair. Inquiries regarding this program can be directed to the program chair.

School of Management students will take core courses and courses within their specific major that incorporate learning goals:

### QUANTITATIVE [1, 6]

- Understand and demonstrate how to analyze and use data to model and improve organizational processes.

### TECHNOLOGICAL SKILLS [4, 8]

- Understand technology's impact on organizations and the interplay between technology and the organization.

### ORAL COMMUNICATION SKILLS [7]

- Students will demonstrate the ability to deliver effective oral presentations in a team environment.

### WRITTEN COMMUNICATION SKILLS [7, 9]

- Students' written work will demonstrate ability to learn from their own performances through reflective writing.

### MORAL REASONING [3, 5]

- Students will demonstrate the ability to articulate a moral argument, drawing on and applying insights from ethical theory.

### FOUNDATIONAL KNOWLEDGE: FINANCE [1, 6]

- Students will demonstrate the mastery of key concepts in financial literacy.

### FOUNDATIONAL KNOWLEDGE: MARKETING [1, 4, 6]

- Students will demonstrate mastery of key Marketing concepts.

### INTEGRATIVE/SYNTHESIS SKILLS [1, 2]

- Students will demonstrate the ability to evaluate, identify, and understand different organizational perspectives and be able to integrate and synthesize diverse information.

Numbers in parentheses reflect related Educational Goals of Bucknell University.

## Courses

### **GLBM 300. Global Manager as Diplomat. 1 Credit.**

**Offered Either Fall or Spring; Lecture hours:3**

This course will examine the changing role of the manager in the global business environment.

### **GLBM 301. Global Supply Chain Management. 1 Credit.**

**Offered Either Fall or Spring; Lecture hours:3**

In this course students will learn the concepts and tools to model, analyze and improve global supply chain operations under a variety of contexts.

Prerequisite: MGMT 102 or MATH 216 or permission of the instructor.

### **GLBM 302. The Global Flow of Capital. 1 Credit.**

**Offered Either Fall or Spring; Lecture hours:3**

This course will explore the challenges of financial management in a global context. Prerequisite: MGMT 203 or ACFM 370 or permission of the instructor.

### **GLBM 310. Independent Study in Global Management. .5-2 Credits.**

**Offered Either Fall or Spring; Lecture hours:Varies; Repeatable**

Individual study or projects, supervised by instructor. Prerequisite: permission of instructor.

### **GLBM 315. Special Topics in Global Management. .5-1 Credits.**

**Offered Either Fall or Spring; Lecture hours:Varies; Repeatable**

A seminar on selected topics in global management. Prerequisite: permission of the instructor.

### **GLBM 320. The Global Negotiator. 1 Credit.**

**Offered Alternate Fall or Spring; Lecture hours:3**

This course will focus on how to be an effective negotiator in the context of the global business environment. Juniors and seniors only.

### **GLBM 330. Rise of the Network Society. 1 Credit.**

**Offered Alternate Fall or Spring; Lecture hours:3**

What are the fundamental social, economic, and political features that define our times? Starting with the idea of the network society we will explore globalization, the network organization, communication technologies, identity, and new forms of social protest. There is a special emphasis on developing presentation skills and independent projects.

### **GLBM 350. The Global Manager in Europe. 1 Credit.**

**Offered Alternate Fall or Spring; Lecture hours:3**

In this course, students will learn about how companies make strategic decisions in the European business environment. Juniors and seniors only.

### **GLBM 351. The Global Manager in Russia. 1 Credit.**

**Offered Alternate Fall or Spring; Lecture hours:3**

This course examines the specifics of doing business in Russia, and through video-conferencing with Russian counterparts, prepares students for more efficient functioning in the "globalized" business environment.

### **GLBM 352. The Global Manager in India. 1 Credit.**

**Offered Alternate Fall or Spring; Lecture hours:3**

This course explores India's economic rise, its evolving business climate, and the emergence of powerful Indian companies on the global scene.

### **GLBM 353. The Global Manager in China. 1 Credit.**

**Offered Alternate Fall or Spring; Lecture hours:3**

This course will analyze cases of companies doing business in China and will look for lessons about the business environment there.

### **GLBM 390. Honors Course in Global Management. 1 Credit.**

**Offered Either Fall or Spring; Lecture hours:Varies; Repeatable**

Special and independent studies for Global Management majors selected under the guidelines of the school and the University Honors Council.

Honors thesis required. Prerequisites: nomination by the school and permission of the instructor.

### **GLBM 400. Global Manager Abroad. 1 Credit.**

**Offered Both Fall and Spring; Lecture hours:3**

Students conduct independent studies analyzing a foreign venture of interest. Students interact with persons, foreign and/or domestic, who have experience with the venture. Students must demonstrate their understanding of: organizations as a global phenomenon, the global system, a specific region or country, and their emerging skill as a global manager.