

GLOBAL BUSINESS LEADERSHIP

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Our Global Business Leadership major offers students the ability to learn from diverse and international faculty who have solid academic and corporate experiences. As a student at CSB + SJU, you will have the opportunity to work alongside your professors in faculty-led consulting projects. Many Global Business Leadership students compete in national and international business competitions. These competitions help students showcase their skills, expand their network, and build an extensive resume while still in school.

The global business environment, in which change is a constant, requires a different type of leader. This new leader must have functional knowledge and analytical skills, yet be adept at leading teams of innovators. These leaders must have a global mindset that combines an openness to and awareness of diversity across cultures and markets with a propensity and ability to see common patterns across countries and markets. At the same time in an organization with a global mindset, people view cultural and geographic diversity as opportunities to explore and are prepared to adopt successful practices and good ideas wherever in the world they come from.

The Global Business Leadership curriculum allows students the opportunity to select from the following concentrations:

- Marketing,
- Supply chain management, and
- Nonprofit and social innovation

If a student does not select a concentration, faculty advisors are available to help shape the choice of various elective classes to craft a learning experience tailored to a student's post-graduate plans.

Assessment

Global Business Leadership is focused on ensuring students expand their global business mindset, business knowledge, professional skills and ethical frameworks. Assessment is embedded throughout the curriculum to measure progression of student knowledge and inform our pedagogy.

Majors

- Global Business Leadership Major (<https://catalog.csbsju.edu/catalog/academic-departments/global-business-leadership/global-business-leadership-major/>)
- Global Business Leadership Major with a Concentration in Marketing (<https://catalog.csbsju.edu/catalog/academic-departments/global-business-leadership/global-business-leadership-major-concentration-marketing/>)
- Global Business Leadership Major with a Concentration in Nonprofit and Social Innovation (<https://catalog.csbsju.edu/catalog/academic-departments/global-business-leadership/global-business-leadership-major-concentration-nonprofit-social-innovation/>)

- Global Business Leadership Major with a Concentration in Supply Chain Management (<https://catalog.csbsju.edu/catalog/academic-departments/global-business-leadership/global-business-leadership-major-concentration-supply-chain-management/>)

Minors

- Global Business Leadership Minor (<https://catalog.csbsju.edu/catalog/academic-departments/global-business-leadership/global-business-leadership-minor/>)

GBUS 201 Principles of Management in a Global Context (4 Credits)

This class gives students a foundation in management theories and concepts. This course will help students improve their communication skills and practice problem solving, conflict resolution, strategic planning and decision making as an individual and in groups. Students will develop an understanding and relationship of the traditional functional areas of organizations; Marketing, Human Resources, Operations and Finance. The class setting will frequently utilize global business settings, cases and examples. Students will examine multiple ethical perspectives and learn to utilize these perspectives as a context for decision making. For Non-GBUS majors.

Prerequisites: (ECON 111Z or ECON 111A or ECON 111 and (MATH 124Z or MATH 124 and (ACFN 111

Restrictions: Students cannot enroll who have a major in Global Business Leadership.

Equivalent courses: GBUS 201Z

GBUS 202 Principles of Management Under Global Context (4 Credits)

Students will develop an understanding of some of the functional areas of organizations, such as marketing, human resources, operations, organizational behavior and finance, and how these functions are interrelated. Students will study the social, governmental and ethical issues that affect the conduct of business within a global environment. The course will help students improve their communication skills and practice problem solving, conflict resolution and decision making. Students will apply their understanding of the principles of global business management to the challenges facing organizations and their varied stakeholders, who sometimes have conflicting goals and interests. Fall and Spring.

Prerequisites: (ACFN 111 and (ECON 111 or ECON 111A or ECON 111Z or HONR 220A) and (MATH 124 or MATH 124Z)

GBUS 203 Decision Making Analytics in Business (4 Credits)

Managers need to analyze quantitative data to make decisions for the enterprises for which they work. Students will develop financial management and business statistics skills, applying and expanding upon their accounting, economics, and statistics foundation knowledge to analyze business problems. Students will also learn business analytics and data visualization techniques to analyze business problems and present information. Students will integrate these quantitative skills with the skills and knowledge gained in GBUS 202 to address pressing and challenging issues in global business practice in a comprehensive and rigorous manner. Fall and Spring.

Prerequisites: GBUS 202

GBUS 250 Readings in Global BUS Leadership (1 Credit)

Readings, reflections and discussions on Global Business Leadership topics. Topics may be tied to on-campus lectures/presentations given by invited speakers. This course may be repeated for credit in multiple terms.

Prerequisites: None

GBUS 271 Individual Learning Project (1-4 Credits)

Individually designed supervised reading or research at the lower-division level. Permission of the department chair required. Consult the department chair for applicability towards major requirements. Not available to first-year students.

Prerequisites: None

GBUS 300 Global Enterprise (4 Credits)

This course covers the fundamental concepts, issues, and structure of 21st century global business. It explores the historical, cultural, economic, and political underpinnings of the basic themes of, and critical actors operating within international business today. The student learns about the nature of and relationships between the major components (or systems) that make up the international business system as a whole.

Prerequisites: None

Equivalent courses: GBUS 300A

GBUS 300A Global Enterprise (4 Credits)

This course covers the fundamental concepts, issues, and structure of 21st century global business. It explores the historical, cultural, economic, and political underpinnings of the basic themes of, and critical actors operating within international business today. The student learns about the nature of and relationships between the major components (or systems) that make up the international business system as a whole.

Prerequisites: None

Equivalent courses: GBUS 300

GBUS 303 Leadership: Theory & Practices (4 Credits)

Throughout this course, students will explore, experience and apply the interrelated elements of leadership and followership, keeping in mind both local and global contexts. Course content will take a multidisciplinary perspective. It will include historical and contemporary readings from leading experts and practitioners, study and discussion of relevant leadership "current events," and insights shared by visiting practicing leaders. Particular attention will be focused on the dynamics of strategic environmental scanning, innovation, creativity and the self-awareness and communication skills necessary to successful leadership and followership in the 21st century.

Prerequisites: GBUS 202 or 203 prior to taking GBUS 303. Learning Foundations(LF), Cultural and Social Difference: Identity (CI). CI course may be taken prior to or concurrently with Focus Course.

Attributes: Social World (SW), Thematic Focus - Truth

GBUS 310 Nonprofit/NGO/Social Innovation Management (4 Credits)

This course covers an array of management issues unique to nonprofits, NGOs and social enterprises including employee management, volunteer management, fundraising, and asset management.

Prerequisites: None

GBUS 311 Human Resources (4 Credits)

Global enterprises require the ability to integrate talented people from around the planet. Activities such as planning and forecasting the need for employees, recruitment, selection, compensation, training, and performance management are heavily impacted by the social and legal frameworks in which they take place. This course provides an understanding of the unique issues pertinent to managing human resources in a global context.

Prerequisites: GBUS 202

GBUS 321 Marketing Theories, Concepts and Practices (4 Credits)

An introduction to the activities, sets of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This course will focus on global implications and strategies resulting from the examination of the marketing environment, marketing practices, and ethical issues in the marketing field.

Prerequisites: GBUS 203

Equivalent courses: GBUS 370C, GBUS 370CA, GBUS 370DA, GBUS 370LA, GBUS 370LB

Attributes: Thematic Encounter3 - Truth

GBUS 322 Product and Brand Management (4 Credits)

At introduction to the functions, activities, and ethical considerations of brand and product management and marketing. Topics include corporate identity and image, brand image, charismatic brands, product and brand differentiation, the brand management process, and the inception-to-death product management process.

Prerequisites: None

GBUS 323 Consumer Behavior (4 Credits)

This course examines the process of consumer decision making in the context of the psychological, social, and ethical environments with special regards to motivation, personality, lifestyle, attitudes, and cultural & social influences. This course emphasizes the use of research and theory in developing marketing strategies.

Prerequisites: None

GBUS 324 Digital Marketing (4 Credits)

This course builds on the principles and theories of marketing introduced in GBUS 321 (Global Marketing). Its focus is on the contemporary digital tools and theories that allow marketers to better understand, acquire, and build relationships with its current and potential customers. Topics to be covered include social media, content marketing, e-commerce, search engine optimization, mobile marketing, digital advertising, and analytics.

Prerequisites: None

Equivalent courses: GBUS 332A

GBUS 325 Global Marketing (4 Credits)

This course focuses on examining marketing practices and processes situated in global or globalized marketplace. Theoretical models, concepts, and case studies of practical marketing strategies and/or marketing processes across borders, cultures, and socioeconomic systems will be covered in this course. Moreover, this course teaches students to design scientific international marketing research projects that improve their effective understanding of international marketing. Finally, ethical relativism and international advertising will also be introduced to help future international marketers effectively enter and operate in global markets.

Prerequisites: None

Equivalent courses: GBUS 370E, GBUS 370FB

GBUS 330 International Dimensions of Organizational Behavior (4 Credits)

This course is an inter-disciplinary examination of the international dimensions of organizational behavior. Course content includes topics such as cross-cultural management, cross-cultural communication, and global aspects of leadership, motivation, team management, and decision-making. There are no prerequisites for this course, although the course is limited to sophomores, juniors and seniors.

Prerequisites: Learning Foundations (LF), Theological Encounter (TE), and Cultural and Social Difference: identity (CI).

Restrictions: Enrollment limited to students with a class of Junior, Sophomore or Senior.

Equivalent courses: GBUS 330A

Attributes: CSD: Systems (CS), Global Engagement (GL)

GBUS 330A International Organizational Behavior in the Bahamian Context (4 Credits)

This course combines classroom learning at CSB/SJU during CD mod and ends with an experiential component abroad. This course is an inter-disciplinary examination of the international dimensions of organizational behavior. Course content includes topics such as cross-cultural management, cross-cultural communication, and global aspects of leadership, motivation, team management, and decision-making. The focus on this course will be on Bahamian culture, incorporating an international field experience to the Bahamas. There are no prerequisites for this course, although the course is limited to juniors and seniors. This course has an IC designation. Offered for A-F grading only.

Prerequisites: Before taking a Cultural and Social Difference: Systems Courses (CS) you first must complete the following Integrations requirements; Learning Foundations (LF), Theological Encounter (TE), and Cultural and Social Difference: identity (CI).

Equivalent courses: GBUS 330

Attributes: CSD: Systems (CS)

GBUS 332B Intercultural and Ethical Issues in Organizations (2 Credits)

Who are you? How do you, or should you, relate to others? We live not only as citizens of nations but as members of many groups, teams, and organizations. Our identities and relations intersect in endless ways with those of others. This course focuses on exploring both the theoretical and applied practical aspects of what that means for students who will be living and working in organizations in the 21st century. The fundamental CSB/SJU undergraduate learning goals and objectives underpin what this course is all about: think deeply, embrace difference, engage globally, serve graciously, and live courageously. In light of these goals we will identify organizational structures, strategies and systems, review ethics principles, and analyze cultural assumptions, values, behaviors and artifacts. We will explore through readings, case examples, observations, and reflecting on our own personal experiences of how often competing cultural constructs and assumptions about what is or is not ethically and culturally appropriate permeate organizational strategies, structures, and systems and how students can learn to thrive within diverse organizational contexts.

Prerequisites: GBUS 203 or ACFN 111 or ECON 111 or ECON 111A or ECON 111Z

GBUS 332C AI Cyber Crime and our Society (4 Credits)

Course focuses on the impact that developments in the two most controversial 21st century technologies – artificial intelligence and cybercrime—are currently having in international business and within global societies as a whole. The course uses a variety of source material to explore the relationship between these two technological revolutions and how they are radically transforming the commercial, political, social and cultural life of nations, with special emphasis on the US, Europe, China, Japan, India, Russia and the Korean Peninsula. The course will also investigate how AI and cybercrime are likely to shape US and global business and society over the next few decades and how these changes are likely to impact our daily lives. This course is open to all students – a technical background is not required.

Prerequisites: ECON 111 or ECON 111A or ECON 111Z

GBUS 332D Business and Public Policy (4 Credits)

This course uniquely examines the interrelationship between business and society in an interdisciplinary and global dimension. Through a global perspective of public policy, the course helps students address two central questions. First, how does public policy influence business (all types of business), and with what consequences for both business and society? Second, how do businesses themselves influence policy institutions, policy processes, and other policy actors, and with what outcomes? This course is open to all students from all majors - a technical background is not required.

Prerequisites: ECON 111 or ECON 111A or ECON 111Z

Attributes: Thematic Encounter3 - Justice

GBUS 332E Topics in Global Business Leadership: Sport Marketing (4 Credits)

This course provides an overview of marketing management in sport organizations. The objectives of the course provide students with a broad introduction to sport marketing concepts, the role sport marketing plays in society, and the various factors that influence sport consumer decision making. In this course students will learn fundamental terms, concepts, and frameworks used by sport marketing professionals to cause consumer action. The course places an emphasis on understanding the unique nature of the sport service and emotional commitment sport consumers have toward their favorite sport brands. Basic concepts of market research will be utilized to help students learn how to uncover unique insights about their potential target markets. Additionally, students will learn the critical role sport sponsorship plays in the broader context of sport marketing. The course will culminate in a marketing plan and sponsorship proposal written on behalf of a spectator sport organization.

Prerequisites: None

GBUS 332F Topics in Global Business Leadership: Marketing and Sport Sponsorship (Germany) (4 Credits)

This embedded study abroad course will explore the topic of sport sponsorship and its importance in international sport marketing. The role of sport sponsorship will be viewed from the perspective of a series of brands that maintain primary operations in Munich, Germany. Specifically, students will learn sport sponsorship sales, activation, and account management from a sport organization's perspective through a series of tours and presentations from world football (soccer) power FC Bayern Munich (FCB). Students will also develop an understanding of sport sponsorship from the perspective of major corporate partners of FCB and the German Bundesliga (examples may include Allianz, Audi, Adidas, T-Mobile, and BMW). An important part of this course will be immersive, German cultural experiences. These experiences will be used to develop an understanding of the role sport (football in particular) plays in German society. Developing this understanding will allow students to better understand the influence of, and often resistance to, American capitalism and corporate culture as it relates to sport in Germany. Then, students will work to examine how prominent German sport brands engage in the international business of sport while maintaining a strict adherence to its sporting value system. Throughout the course, students will engage with key readings in the area of sport sponsorship and international sport marketing, listen to lectures from sport marketing scholars and professionals, engage with industry panel discussions, and tour a series of sport and entertainment venues. These activities will inform the students' knowledge of sport sponsorship and international sport marketing and serve as the foundation for the completion of their final sponsorship proposal project.

Prerequisites: None

GBUS 336 Doing Business in Africa (4 Credits)

This course will focus of Africa. Students will learn about the cultural milieu in a variety of African countries and the impact of that milieu on business practice. We will study the strategic environment of doing business in Africa, learn about major African businesses, and immerse ourselves in African business practices. Prerequisite: GBUS 210, GBUS 220, GBUS 230, GBUS 240 or GBUS 203 or permission of instructor.

Prerequisites: GBUS 203

GBUS 337 Doing Business in Asia (4 Credits)

This course will focus on South and East Asia. Students will learn about the cultural milieu in a variety of Asian countries, and the impact of that milieu on business practice. We will study the strategic environment of doing business in Asia, learn about major Asian businesses, and immerse ourselves in Asian business practices. Prerequisite: GBUS 210, 220, 230 & 240 or GBUS 203 or permission of instructor.

Prerequisites: GBUS 203

Equivalent courses: MGMT 305H

GBUS 338 Doing Business in Latin America (4 Credits)

This course will focus on Latin America. Students will learn about the cultural milieu in a variety of Latin American countries, and the impact of that milieu on business practice. We will study the strategic environment of doing business in Latin America, learn about major Latin American businesses, and immerse ourselves in Latin American business practices. Prerequisite GBUS 210, 220, 230, and 240 or GBUS 203 or permission of instructor.

Prerequisites: GBUS 203

GBUS 339 Doing Business in Europe (4 Credits)

This course will focus Europe. Students will learn about the cultural milieu in a variety of European countries, and the impact of that milieu on business practice. We will study the strategic environment of doing business in Europe, learn about major European businesses, and immerse ourselves in European business practices. Prerequisite: GBUS 210, 220, 230, and 240 or GBUS 203 or permission of instructor.

Prerequisites: GBUS 203

GBUS 341 Operations and Supply Chain Management (4 Credits)

The course will provide fundamentals of operation functions both in manufacturing and service industries. The course focuses on interesting hot button theories and issues like operation strategy, product design and process selection, total quality control (TQM), just in time (JIT)/ lean systems, supply chain, supply chain management and green supply chain, six sigma, forecasting techniques, layout design, planning, inventory controls and much more. Emphasis will be placed on problem solving using both quantitative and qualitative reasoning skills. Part of the course will be taught as an applied operations management course examining how theories play out in reality in actual companies in the local region, through the industrial tours.

Prerequisites: GBUS 202

Equivalent courses: MGMT 341

GBUS 342 Advanced Computer Applications (2 Credits)

Spreadsheet software can play an instrumental role in assisting an organization to operate in effective and efficient manner. This course provides advanced methods in spreadsheet use and new and innovative computerized techniques critical to modern organizations. Students will utilize spreadsheet software in a hands-on environment. The role of innovative technologies in organizations will be studied.

Prerequisites: GBUS 203 or ECON 111 or ECON 111A or ECON 111Z or ACFN 111

Equivalent courses: MGMT 241

GBUS 343 Information Systems and Security Concerns in Global Business (2 Credits)

Information systems, computer security, and digital forensics are of great importance in today's organization. This course examines information system foundations including relational database structures used in the global business environment. Digital security issues and forensics principles will be studied.

Prerequisites: GBUS 203 or ECON 111 or ECON 111A or ECON 111Z or ACFN 111

Equivalent courses: MGMT 243

GBUS 345 Sourcing and Logistics Management (4 Credits)

This course focuses on the strategic/operational role of purchasing/sourcing, including supplier evaluation and selection, buyer-supplier relationships, insourcing or outsourcing decisions, domestic sourcing or overseas or mixed sourcing, logistics, warehousing, transportation, and information systems. Prerequisite: GBUS 341

Prerequisites: GBUS 341

GBUS 361 Law and Business (4 Credits)

The law touches every aspect and type of business. This course seeks to introduce students to the legal environment of business, and to help them begin to integrate legal concepts into their business strategy and operations. Topics covered will include selections from domestic and international legal structure, contracts, torts, business organizations and agency/employment, as well as other issues of contemporary interest to business people.

Prerequisites: GBUS 202

Equivalent courses: MGMT 361

Attributes: Thematic Encounter3 - Justice

GBUS 362 Gender & the Law (4 Credits)

This course is about sex, and what the law has to do with it. It touches issues that deeply affect everyone, including jobs, family, education, pay equity, reproductive rights, sexual identity, sexual violence, and social justice. It will help you address these gender and legal issues in the work place. It will both examine what the law is, and help you think more deeply about what it should be. Whatever work you choose, this course can help you think about the life you want to lead, and the legal and social changes that will make it possible. Prerequisite: Junior or senior standing OR permission of the instructor.

Prerequisites: None

Restrictions: Enrollment limited to students with a class of Junior or Senior.

Equivalent courses: GEND 360I

GBUS 368 Sustainable Business (4 Credits)

The rules of business have changed. Long-term success for business requires more than a positive cash flow. Companies now must be economically, environmentally, and socially sustainable in order to survive in today's global business economy. Sustainability has gone beyond a buzzword and is now integrated in the business strategies of nearly every major company. This course will take an in-depth look at the drivers for sustainability and the reasons why businesses are pursuing sustainability. The course will also look at the best industry practices of companies pursuing sustainability initiatives and analyze how these companies are using those practices to create a competitive advantage. Major areas of sustainability such as energy, food, water, waste, transportation, and personal responsibility will be covered. Prerequisite: GBUS 202 or permission of instructor.

Prerequisites: None

Equivalent courses: ENVR 300S, GBUS 382, MGMT 305F

GBUS 371 Individual Learning Project (1-4 Credits)

Individual supervised reading or research at the upper-division level. Permission of the department chair and completion of 12 credits within the department required. Consult the department chair for applicability towards major requirements. Not available to first-year students.

Prerequisites: None

GBUS 381 Advanced Global Strategy (4 Credits)

This course is a Global Business Leadership Capstone course. Theories of strategic planning and implementation in organizations will be the framework for integrating knowledge of the functional areas of management, principles of organizational behavior, and general management theory. Students develop analytical and problem-solving skills through application of theoretical knowledge to case studies involving actual organizations. An understanding of the global economic, social and legal environments is developed through reading and analysis of organizations operating throughout the world. Prerequisite: GBUS 300. For graduating GBUS seniors only or by permission of Department Chair.

Prerequisites: GBUS 300

Restrictions: Enrollment is limited to students with a major in Global Business Leadership. Students with the 2023-2024 Registration Cohort, 2024-2025 Registration Cohort or 2025-2026 Registration Cohort attributes may not enroll.

Equivalent courses: MGMT 381

Attributes: Thematic Encounter3 - Movement

GBUS 394 Practicum (1-4 Credits)

The Practicum includes both an on-site component and a classroom component. The on-site component requires that a student engage in a significant leadership experience in an on-campus club/organization (club) or a significant management position in a student-operated venture on campus. In order to register for this course, a student must submit a detailed proposal outlining what s/he will do as a leader or manager. The proposal must be approved by the course instructor and, if applicable, the club/organization's advisor. The classroom component will involve approximately 8 one hour class sessions on-campus. Students will participate in class discussions and complete a series of readings and reflective assignments. Prerequisites GBUS 210, 220, 230 & 240 or GBUS 203. A-F grading only.

Prerequisites: GBUS 203

Equivalent courses: MGMT 394

Attributes: Experiential Engagement (EX)

GBUS 394A SUMMER PRACTICUM (4 Credits)

Prerequisites: None

Equivalent courses: GBUS 394

GBUS 397 Internship (2-4 Credits)

Internships during the fall or spring semester include both an on-site component and a classroom component. The on-site component will involve hands-on experience in an organization with supervision and mentoring by a site supervisor. The classroom component will involve approximately 6-8 one hour class sessions on-campus. Students will participate in class discussions, complete a series of readings and reflective assignments and submit a final reflection paper. Students are required to organize and execute a site visit with the faculty moderator and the site supervisor. The standard fall/spring internship will be 4 credits. Prerequisites: GBUS 210, 220, 230 & 240 or GBUS 203. A-F grading only.

Prerequisites: GBUS 203

Equivalent courses: GBUS 397A, GBUS 397B, GBUS 397C

Attributes: Experiential Engagement (EX)

GBUS 397A Summer Internship (1-8 Credits)

Internships during the summer will include an on-site component and an online component. The on-site component will involve hands-on experience in an organization with supervision and mentoring by a site supervisor. The on-line component will involve weekly assignments in which students are required to complete assigned readings and submit reflective essays. Students will also submit a final reflection paper. Students are required to organize and execute a site visit with the faculty moderator and the site supervisor. The standard summer internship will be 4 credits. Non-standard course credits of 1-8 credits are available with permission of the department chair to meet particular student graduation or academic requirements. Prerequisites: GBUS 210, 220, 230 & 240 or GBUS 203. S/U grading only.

Prerequisites: GBUS 203

Equivalent courses: GBUS 397, GBUS 397B, GBUS 397C

Attributes: Experiential Engagement (EX)

GBUS 397B INTERNSHIP (1-4 Credits)

Internships during the fall or spring semester include both an on-site component and a classroom component. The on-site component will involve hands-on experience in an organization with supervision and mentoring by a site supervisor. The classroom component will involve approximately 6-8 one hour class sessions on-campus. Students will participate in class discussions, complete a series of readings and reflective assignments and submit a final reflection paper. Students are required to organize and execute a site visit with the faculty moderator and the site supervisor. The standard fall/spring internship will be 4 credits. Prerequisites: GBUS 210, 220, 230 & 240 or GBUS 203. S/U grading only.

Prerequisites: GBUS 203

Equivalent courses: GBUS 397, GBUS 397A, GBUS 397C

Attributes: Experiential Engagement (EX)

GBUS 397C Internship (1-8 Credits)

Internships during the fall or spring semester include both an on-site component and a classroom component. The on-site component will involve hands-on experience in an organization with supervision and mentoring by a site supervisor. The classroom component will involve approximately 6-8 one hour class sessions on-campus. Students will participate in class discussions, complete a series of readings and reflective assignments and submit a final reflection paper. Students are required to organize and execute a site visit with the faculty moderator and the site supervisor. The standard fall/spring internship will be 4 credits. Prerequisites: GBUS 210, 220, 230 & 240 or GBUS 203. A-F grading only.

Prerequisites: GBUS 203

Equivalent courses: GBUS 397, GBUS 397A, GBUS 397B

Attributes: Experiential Engagement (EX)