

BUS A118: INTRODUCTION TO INTERNATIONAL BUSINESS

Item	Value
Curriculum Committee Approval Date	12/11/2013
Top Code	050800 - International Business and Trade
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Provides an overview of international business. Explores political, financial, and legal environments of selected countries and their impacts on firms' international business activities. Emphasis is given to business practices and comparative cultural topics. Enrollment Limitation: BUS A118H; students who complete BUS A118 may not enroll in or receive credit for BUS A118H. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Apply the principles of international business through the use of international business case studies and/or research projects.

Course Objectives

- 1. Analyze the differences and similarities between prevailing business practices in the United States with those of various countries.
- 2. Compare the monetary system of the United States with the systems of other nations.
- 3. Describe the impact of foreign direct investment and international passive investment flows.
- 4. Analyze challenges of international distribution.
- 5. Describe the major international trading blocks and common markets.
- 6. Evaluate the availability of secondary and primary marketing research data internationally.
- 7. Review sources of materials providing information relevant to international business.
- 8. Analyze the factors that influence the rate of economic growth and development in a country.
- 9. Compare and contrast the economic and political system of the United States with those of several non North American countries.
- 10. Compare employment standards and practices of the United States with the employment systems of other countries.
- 11. Describe the impact of the growth of emerging market countries in Asia and Latin America on the global economy and environment.
- 12. Compare and contrast different forms of international market entry.

Lecture Content

Overview of International business: Why study International business. Barriers to International trade Entering foreign markets International marketing strategy Multinational corporations The World Trade Organization The United States in a global context The U.S. Balance of Trade and Balance of Payments Globalization International Business Practices Business Impact of Currencies and Exchange Rate Outsourcing Globalization and Regional Economic Integration Causes and impacts of Regional Economic Integration The European Union NAFTA and other U.S. free trade agreements ASEAN and MECROSUR Cultural Dynamics and Management Styles Overview of business practices in major global markets Comparisons of communication and decision making styles Practical considerations when doing business internationally The Political and Legal Environment Comparison of the legal environment of the U.S. with other countries Impact of government on business Corruption and transparency issues The Global Money System and International Direct Investment Foreign Exchange Markets, the U.S. Dollar and the Euro The impact of International Direct Investment Letters of Credit The International Monetary Fund International Marketing Research Comparison of the availability of Secondary Research in the USA other countries Cultural considerations in the development of primary research Comparison of the effectiveness of research techniques in various cultures International Marketing Channels Agents and distributors Trading companies Corporate subsidiaries Identifying and qualifying marketing intermediaries Exporting and Logistics Transportation and physical distribution Freight forwarders and logistics managers Export documentation and regulations Marketing Communications and International Advertising The development of global media and marketing firms Worldwide channels of communication Trends in integrated marketing communications Negotiating with international customers and suppliers Negotiating practices in various cultures Strategies for international commercial negotiations (Optional) Simulations exercise in international negotiations Global Human Resource Management Working as an employee for an internationally owned firm Comparison of labor regulations and procedures worldwide

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture/discussion of covered topics/internet activities. Students work in small groups to research and report to class on approved international business topics.

Reading Assignments

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Writing Assignments

Written report by teams on research project. Short reports on current international business articles from newspapers or business magazines. Case study reports.

Out-of-class Assignments

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Demonstration of Critical Thinking

Quizzes, test, and projects. Multiple choice and/or short answer essay type examinations. Research project—report on approved international business topics. Extra credit for researching the international business press for topics covered in the course may be offered.

Required Writing, Problem Solving, Skills Demonstration

Written report by teams on research project. Short reports on current international business articles from newspapers or business magazines. Case study reports.

Textbooks Resources

1. Required Hill, Charles. Global Business Today, ed. Burr Ridge: Irwin/McGraw Hill, 2007 2. Required Ball, Donald. International Business: The Challenge of Global Competition, ed. New York: McGraw Hill, 2007