

BUS C118: INTRODUCTION TO INTERNATIONAL BUSINESS

| Item | Value |
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| Curriculum Committee Approval Date | 02/22/2019 |
| 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), • Pass/No Pass (B) |

Course Description

Provides an overview of international business. Explores political, financial, and legal environments of selected countries and their impacts on U.S. firms' international business activities. Emphasis is given to business practices and comparative cultural topics. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Analyze and evaluate factors influencing how business is conducted in non-US countries.

Course Objectives

- 1. Analyze the differences and similarities between prevailing business practices and corporate codes of ethics 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 corporate social responsibility practices of the United States with the employment systems of other countries.
- 11. Describe the impact of the growth of emerging market countries 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 Online Lecture (02X)

Instructional Techniques

This course may be taught using multiple methods of support, including classroom, video, audio, multi-media, and online strategies. Instructors utilize learning strategies, including lectures; cooperative learning groups; written homework assignments; self-paced independent study using textbooks, video lessons, audio segments, computer software, or online systems; demonstrations or discussions; presentations by students to software or online systems; presentations by students to the instructor or for class presentation; research projects; journals; and various types of assessment by quiz and exam, including open-ended, close-ended, multiple choice, and essay.

Reading Assignments

Students will read assigned textbooks (and/or OER resources) and periodicals. Content will be reviewed and discuss in class discussions.

Writing Assignments

Students may complete homework assignments, critical thinking case assignments, and other writing assignments to achieve the SLO.

Out-of-class Assignments

Students will be required to research and analyze one or more countries to determine the potential for success for a US firm to do business in said country.

Demonstration of Critical Thinking

Midterm and Final Exam essay questions that evaluate students ability to formulate arguments to plausible scenarios. Written critical thinking analysis(es) related to text material or as workbook supplements for students to apply course content to real-world business scenarios. Primary/secondary research, presentation, organization, and online data search/manipulation may be included.

Required Writing, Problem Solving, Skills Demonstration

Written critical thinking analysis(es) related to text material or as workbook supplements for students to apply course content to real-world business scenarios. Primary/secondary research, presentation, organization, and online data search/manipulation may be included.

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Peng, Mike W. Global Business, 4th ed. Boston: Cengage Learning, 2017 Rationale: - Legacy Textbook Transfer Data: Legacy text

Other Resources

1. Coastline Library