



BUS 320 – INTERNATIONAL BUSINESS
(February 4, 2009)

Department: Business

Credit Hours: 3

Prerequisites: BUS 101 with a grade of C or better

General Education: N/A

College Learning Outcomes: 1a, 1b, 1c, 1d – Communication Competence; 2a, 2b – Critical Thinking Ability; 4b, 4d – Ethical Foundations; 6a, 6b – Cultural Awareness.

Course Description: Focuses on global business concepts in further detail. Topics include global economies, international monetary systems, cultural/legal/political/technological factors in conducting global business, and multinational corporations.

Purpose of the Course: To examine how different cultural, legal, monetary, and political systems impact the way business is conducted on a global basis.

College Learning Outcomes and Objectives:

- (1a)** Students can write a personal response/reflection papers, analytical essays, and persuasive essays.
- (1b)** Students can write a scholarly documented research paper that synthesizes their own ideas with ideas and information from other sources.
- (1c)** Students can speak effectively in front of a group or as part of a group.
- (1d)** Students can demonstrate effective listening skills through their ability to analyze and interpret verbal messages for content, context, and affect, as well as retain messages acquired from the listening process.
- (2a)** Students can demonstrate an explicit understanding of principles of critical thought.
- (4b)** Students can evaluate an ethical problem and present a solution.
- (4d)** Students can recognize their responsibility toward the environment.
- (6a)** Students have systematically investigated a culture or cultures other than their own.
- (6b)** Students are aware of cultural diversity and its implications.

Program Learning Outcomes:

Students can identify how multinational companies adapt to the cultures within the countries where they conduct business. (PLO B320)

Course Objectives: Upon completion of this course, students should be able to:

1. Understand how the international environment impacts management, finance, accounting, marketing, production, and personnel in multinational corporations. (CLO 1a, 1c, 1d; 2a; 6b; PLO B320)
2. Recognize how domestic and global economies vary due to cultural, legal, monetary, political, and technological differences. (CLO 1a, 1b, 1c, 1d; 2a, 2b; 4b, 4d; 6a, 6b; PLO B320)
3. Discuss the importance of ethics and social responsibility in conducting international business. (CLO 4b, 4d; PLO B320)

Topical Outline:

1. Global Marketplaces
2. Legal, Technological, and Political Forces.
3. The Role of Culture.
4. Ethics and Social Responsibility
5. International Trade and Investment Theory.
6. International Monetary System and the Balance of Payments.
7. Foreign Exchange and International Financial Markets.
8. Formulation of National Trade Policies.
9. International Cooperation among Nations.
10. International Strategic Management.
11. Strategies for Analyzing and Entering Foreign Markets.
12. International Strategic Alliances.
13. International Organization Design and Control.
14. Leadership and Employee Behavior in International Business.
15. International Marketing.
16. International Operations Management.
17. International Financial Management.
18. International Accounting and Taxation.
19. International Human Resource Management and Labor Relations