



BUSI 111 - Introduction to International Business Course Outline

Approval Date: 12/12/2019

Effective Date: 08/14/2020

SECTION A

Unique ID Number CCC000611962

Discipline(s) Business

Division Career Education and Workforce Development

Subject Area Business

Subject Code BUSI

Course Number 111

Course Title Introduction to International Business

TOP Code/SAM Code 0501.00* - Business and Commerce, General* / C - Occupational

Rationale for adding this course to the curriculum This course will be offered as a summer study abroad course.

Units 3

Cross List N/A

Typical Course Weeks 2

Total Instructional Hours

Contact Hours

Lecture 54.00

Lab 0.00

Activity 0.00

Work Experience 0.00

Outside of Class Hours 108.00

Total Contact Hours 54

Total Student Hours 162

Open Entry/Open Exit No

Maximum Enrollment 25

Grading Option Letter Grade or P/NP

Distance Education Mode of Instruction On-Campus

Hybrid

Entirely Online

Online with Proctored Exams

SECTION B

General Education Information:

SECTION C

Course Description

Repeatability May be repeated 0 times

Catalog Description This course is a survey of International business, including politics, culture and economics. Specific topics include entry strategies for foreign operations, establishing banking relationships, raising capital, currency exchange and marketing in foreign environment. The course will also study international human resource management, International operations and supply-chain management strategies, as well as international accounting and taxation.

Schedule Description

SECTION D

Condition on Enrollment

1a. **Prerequisite(s):** *None*

1b. **Corequisite(s):** *None*

1c. **Recommended:** *None*

1d. **Limitation on Enrollment:** *None*

SECTION E

Course Outline Information

1. Student Learning Outcomes:

A. Identify core concepts of International Business.

2. Course Objectives: Upon completion of this course, the student will be able to:

- A. Compare and contrast domestic and international business.
- B. Identify the implications of culture on business operations
- C. Explain the types of trade restrictions.
- D. Identify and explain the different political systems around the globe
- E. Define global production and supply-chain management.
- F. Explain the strategies for entering foreign markets.
- G. Identify the most common ethical issues facing businesses in a global environment.
- H. Identify potential impacts of globalization on business operations.
- I. Differentiate among tariffs, subsidies and quotas.
- J. Explain the advantages and disadvantages of Free Trade.
- K. Explain how the foreign exchange market operates.
- L. Identify the impact global organizations have on business decisions to trade internationally.
- M. Distinguish among multidomestic, global, and transnational strategies.
- N. Define logistics and the logistical challenges faced by international trade.
- O. Explain Offshoring and outsourcing how they can support global business.
- P. Discuss the importance of Research and Development in reaching international markets.
- Q.

3. Course Content

- A. What is international business
- B. Culture on business operations
- C. Trade restrictions
- D. Political systems around the globe
- E. Global production and supply-chain management
- F. Strategies for entering foreign markets
- G. Ethical issues facing businesses in a global environment
- H. Impacts of globalization on business operations

- I. Tariffs, subsidies and quotas
- J. Advantages and disadvantages of Free Trade
- K. Foreign exchange market operates
- L. Impact global organizations have on business decisions to trade internationally
- M. Multidomestic, global, and transnational strategies
- N. Logistics and the logistical challenges faced by international trade
- O. Offshoring and outsourcing how they can support global business
- P. Research and Development in reaching international markets
- Q.

4. Methods of Instruction:

Field Trips: Study abroad field trips

Projects: Team project

Online Adaptation: Activity, Discussion

2. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques

Field Trips -- Study abroad field trips

Class Work -- lecture and in class assignments

Home Work -- Homework based on field trips and international business

Letter Grade or P/NP

3. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments

Reading in electronic publications.

B. Writing Assignments

C. Other Assignments

Team project to demonstrate an understanding of international business.

4. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Book #1:

Author: Gaspar, Julian, Arreola-Risa, Antonio, Bierman, Leonard, Hise, Richard, Kolari, James

Title: Introduction to Global Business: Understanding the International Environment & Global Business Functions

Publisher: Cengage

Date of Publication: 2013

Edition: 2nd

B. Other required materials/supplies.