

BUSI-111: INTRODUCTION TO INTERNATIONAL BUSINESS

Effective Term

Fall 2020

BOT Approval

12/12/2019

SECTION A - Course Data Elements
CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Business (Master's Degree)	

Subject Code

BUSI - Business

Course Number

111

Department

Business and Entrepreneurship

Division

Business and Computer Studies

Full Course Title

Introduction to International Business

Short Title

Intro to Intl Business

CB03 TOP Code

0501.00 - *Business and Commerce, General

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

C - Clearly Occupational

Rationale

This course will be offered as a summer study abroad course.

SECTION B - Course Description
Catalog Course 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.

SECTION C - Conditions on Enrollment
Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites**SECTION D - Course Standards****Is this course variable unit?**

No

Units

3.00000

Lecture Hours

54

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval**Is this course offered through Distance Education?**

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent
Online with Proctored Exams	Permanent

SECTION E - Course Content**Student Learning Outcomes**

Upon satisfactory completion of the course, students will be able to:

1. Identify core concepts of International Business.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. Compare and contrast domestic and international business.
2. Identify the implications of culture on business operations.
3. Explain the types of trade restrictions.
4. Identify and explain the different political systems around the globe.
5. Define global production and supply-chain management.
6. Explain the strategies for entering foreign markets.
7. Identify the most common ethical issues facing businesses in a global environment.
8. Identify potential impacts of globalization on business operations.
9. Differentiate among tariffs, subsidies and quotas.
10. Explain the advantages and disadvantages of Free Trade.

11. Explain how the foreign exchange market operates.
12. Identify the impact global organizations have on business decisions to trade internationally.
13. Distinguish among multidomestic, global, and transnational strategies.
14. Define logistics and the logistical challenges faced by international trade.
15. Explain Offshoring and outsourcing how they can support global business.
16. Discuss the importance of Research and Development in reaching international markets.

Course Content

1. What is international business?
2. Culture on business operations
3. Trade restrictions
4. Political systems around the globe
5. Global production and supply-chain management
6. Strategies for entering foreign markets
7. Ethical issues facing businesses in a global environment
8. Impacts of globalization on business operations
9. Tariffs, subsidies and quotas
10. Advantages and disadvantages of Free Trade
11. Foreign exchange market operates
12. Impact global organizations have on business decisions to trade internationally
13. Multidomestic, global, and transnational strategies
14. Logistics and the logistical challenges faced by international trade
15. Offshoring and outsourcing how they can support global business
16. Research and Development in reaching international markets

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Field Trips	Study abroad field trips
Projects	Team project

Online Adaptation

Types	Examples of learning activities
Activity	
Directed Study	
Discussion	
Group Work	
Individualized Instruction	
Journal	
Lecture	

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Telephone Conversations
 Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
 Discussions
 Group Work

Course design is accessible

Yes

Methods of Evaluation**Methods of Evaluation**

Types	Examples of classroom assessments
Projects	Team project
Other	Study abroad field trips

Assignments**Reading Assignments**

Reading in electronic publications.

Outside-of-Class Assignments

Team project to demonstrate an understanding of international business.

SECTION F - Textbooks and Instructional Materials**Material Type**

Textbook

Author

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

Title

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

Edition/Version

2nd

Publisher

Cengage

Year

2013

SECTION G - Diversity, Equity and Inclusivity**Course Codes (Admin Only)****CB00 State ID**

CCC000611962

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No