

**I. CATALOG DESCRIPTION:**

- A. Department Information:  
Division: Business & Information Technology  
Department: Business Administration  
Course ID: BUSAD 121  
Course Title: International Business  
Units: 3  
Lecture: 3 hours  
Laboratory: None  
Prerequisite: None
- B. Catalog and Schedule Descriptions:  
An analysis of international trade and economic development in modern times, with an examination of business practices and emerging trends in overseas markets. Case studies illustrate methods and strategies for international operations.

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One.**

**III. EXPECTED OUTCOMES FOR STUDENTS:**

Upon successful completion of the course, the student should be able to:

- A. examine and critically evaluate key issues that are at the root of current international thinking and practice;
- B. compare and assess cultural, political, social and economic insights, and analyze problems and aspects of doing business abroad;
- C. compare and contrast theories of international trade and economic development as well as financial organizations;
- D. create a methodology for arriving at a solution for a particular international company or business;
- E. evaluate special topics related to international business.

**IV. CONTENT:**

- A. Introduction and Overview of International Business
- B. Country Factors
  1. National Differences In Political Economy
  2. Differences In Culture
- C. The Global Trade and Investment Environment
  1. International Trade Theory
  2. The Political Economy of International Trade
  3. Foreign Direct Investment
  4. The Political Economy of Foreign Direct Investment
  5. Regional Economic Integration
- D. The Global Monetary System
  1. The Foreign Exchange Market
  2. The International Monetary System
  3. The Global Capital Market

- E. The Strategy and Structure of International Business
  - 1. The Strategy and Organization of International Business
- F. Business Operations
  - 1. Exporting, Importing, and Countertrade
  - 2. Global Manufacturing and Materials Management
  - 3. Global Marketing and R&D
  - 4. Global Human Resource Management
  - 5. Accounting in the International Business
  - 6. Financial Management in the International Business

**V. METHODS OF INSTRUCTION:**

- A. Lecture
- B. Discussion
- C. Project
- D. Audio-Visual
- E. Case Analysis

**VI. TYPICAL ASSIGNMENTS:**

- A. Reading
  - 1. Be prepared to discuss developments in the field of international business by reading articles in international publications. Show application of trade agreements.
- B. Writing, critical thinking, or performance
  - 1. Analyze international business situations. Grading will be based upon the completeness of content, accuracy of spelling, grammar, and overall presentation.

**VII. EVALUATION:**

- A. Methods of Evaluation
  - 1. Examinations: Essay
    - a. Typical examination question:  
Identify and define the various theories and applications in the field of international business.
  - 2. Class participation
  - 3. Case analysis: Topic will be relevant to a particular international business situation.
  - 4. Project: Identify five sources of useful information performing a trade to a specific region of the world.
- B. Frequency of Evaluation
  - 1. Two tests
  - 2. One case analysis
  - 3. End of term presentation of project

**VIII. TYPICAL TEXTS:**

Boone, Louis and Kurtz, David L. International Business, Cincinnati, OH: Thomson South-Western, 2003.

Hill, Charles W. International Business: Competing in the Global Marketplace, Columbus, OH: Irwin Publishers, 2002.

Thomas, David C. Readings and Cases In International Management: A Cross-Cultural Perspective, Thousand Oaks CA: Sage Publications, 2003

**IX. OTHER SUPPLIES REQUIRED OF STUDENTS: None.**