

SYLLABUS

BADM 275 - International Business

3 CREDITS

CATALOG DESCRIPTION

This course is an examination of international business through study of the business practice and an examination of historical and cultural context necessary for success in a global economy. Focus will be on learning the major differences between domestic and international business and a study of how understanding can facilitate intercultural communication and commerce.

Semester Offered: Fall

Prerequisites: None

Co-requisites: None

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will...

<i>Learn</i>	<i>Students will actively and independently acquire, apply and adapt skills and knowledge to develop expertise and a broader understanding of the world as lifelong learners.</i>
<i>Think</i>	<i>Students will think analytically and creatively to explore ideas, make connections, draw conclusions, and solve problems.</i>
<i>Communicate</i>	<i>Students will exchange ideas and information with clarity and originality in multiple contexts.</i>
<i>Integrate</i>	<i>Students will demonstrate proficiency in the use of technologies in the broadest sense related to their field of study.</i>
<i>Act</i>	<i>Students will act purposefully, reflectively, and respectfully in diverse and complex environments.</i>

GENERAL LEARNING OBJECTIVES

Upon successful completion of this course, the student in accordance with the grading standards will be able to:

1. Identify issues faced by organizations that are engaged in international competition.
2. Understand the importance of global marketing to today's economy.
3. Understand the role of small and large enterprise in international trade.
4. Describe international business strategies used by both US corporations and foreign corporations.
5. Understand business strategies based on the leading global economic issues.

SPECIFIC LEARNING OUTCOMES

Upon successful completion of the course, the student will be able to ...

1. Develop:

- a. An understanding of the development of global communities and the challenges of international business.
- b. A study of newly emerging democracies, GATT, and NAFTA.
- c. An overview of global business. The importance of international business and the world coming.
- d. An appreciation of the international -cultural challenge.
- e. A solid grasp of the main arguments in the debate on the impact of globalization on job security, employment levels, environmental policies, and national sovereignty.
- f. A respect for international customs and cultures.

2. Demonstrate:

- a. Knowledge of the World Trade Organization its history and purpose.
- b. Mechanics of exchange rates and their impacts on economy.
- c. Basic skills of international market research and foreign market entry strategies.
- d. A familiarity with the main causes of globalization.
- e. An understanding of the negative aspects and problems caused by ethnocentrism.
- f. The methods a business may apply for gaining access to new international markets.

3. Understand:

- a. Theories of international business, trade, and investment
- b. Principles of global marketing and distribution.
- c. Global activities of a nation: balance of payments and the balance of trade.
- d. The impact of International finance, Investment issues and exchange rates on a business.
- e. The current and long-term problems of international trade.

4. Apply:

- a. Explain causes of how and why the world's countries differ.
- b. Present a review of economies and policies of global trade and investment.
- c. Explore the role played by marketing, operations, and human resource management within an international business.
- d. Methods of international market research.

Syllabus developed by Murdoch Maloney

Date January 22, 2007

Syllabus reviewed by Nancy Shepherd

Date April 7, 2009

A copy of syllabus is on file in the dean's office.