

LAKE SUPERIOR COLLEGE
Course Outline

Course Department and Number: BUS 1444 **3 Credits**

Course Title: International Business Practices

HOURS PER WEEK: 3 hrs. **Lecture** 0 hrs. **Lab** 0 hrs.

Catalog Description: This course is an overview of the international nature of business focusing upon international marketing development strategy. Topics to be covered will range from concepts and theory of international trade to a base of understanding of global monetary systems to marketing and management of global products.

Prerequisites: BUS1421 Principles of Marketing or Instructor's permission

Course Outcomes:

Upon successful completion of this course the student will be able to:

1. Developing skills in analyzing the international marketing environment and identifying foreign opportunities.
2. Developing skills in formulating product, price, distribution and promotion strategies outside the US.
3. Evaluate similar international industries and competition and make recommendations for pursuit of business strategies.
4. Design an implementation strategy that matches functional capabilities and environmental factors to make the international organization successful.
5. Evaluate laws, ethics, company values and culture, and socially responsible business practices in the international environment.
6. Understand strategy and strategic alliance in the global environment.
7. Apply international trade theory and understand the role of the World Trade Organization in international business.

Student Responsibilities:

1. Students may be required to participate in college-wide assessment activities as part of this course. Such activities may include course or instructor evaluations, testing or special assignments.
2. Individuals who have a disability, either permanent or temporary, which might affect their ability to perform in this class are encouraged to inform the instructor and the College Disabilities Coordinator, 733-7650 or 722-6893/TTY, E2114, at the start of the semester.
3. Charges of academic misconduct will be brought to the attention of the student and disciplinary actions will be taken. See the Lake Superior College Student Code of Conduct, Policy III.6, Part 8 for further details.
4. Non-attendance Policy - Students are expected to attend classes regularly and are advised to officially withdraw from courses if they should stop attending. The College's Non-attendance Policy requires instructors to report students who are not attending class(es), resulting in the automatic issuing of an "FN" (failure for non-attendance) grade and re-evaluation and possible repayment of financial aid. Please refer to the LSC Policy 3.17.4 for additional information at <http://www.lsc.mnscu.edu/policy/nonattend.htm>.

Evaluative Techniques and Grading Scale: *Multiple methods of assessment must be used.*