



General Course Information

1a. Course Dept.:	BUS
1b. Course Number:	60
2. Course Title:	Introduction to International Business
3. Units:	3
4. This Course is:	Assoc Degree Applic. - Transfer to CSU/Private

Course Format and Duration

5a. Course Length:	Full-semester
5b. Weekly Hours:	3 Lecture + 0 Activities + 0 Lab + 0 By Arrangement =
Total Weekly Hours: 3	

Method of Instruction

6. Instructional methods used to present course content.

Lecture
Online
Hybrid; Guest Lectures/Work Groups/Group Projects

Course Preparation

7a. Corequisite(s):

None

7b. Prerequisite(s):

None

7c. Course Advisory:

SCC minimum Math standard
Eligibility for ENGL 1

8. Repeatability:

Not Repeatable

Additional Repeatability Info:

None

CATALOG DESCRIPTION AND OTHER CATALOG INFORMATION

9a. Catalog Description:

A comprehensive overview designed to provide a global perspective in a continuously emerging international marketplace, including topics such as foreign investing, impact of financial markets, international marketing, cultural understanding, and operation of multinational and small companies.

9b. Other Catalog information:

None

10. Student Performance Objectives:

As a result of successful completion of this course, a student will be able to:

1. Distinguish international investment from international trade and describe the role of each.
2. Compare and contrast various forms of business organization for international investment, i.e., joint venture, foreign subsidiary, and franchise.
3. Identify major international organizations such as World Bank and describe the role of each in international business.
4. Discuss international currency exchange and the role of the International Monetary fund.
5. Analyze the effects of financial forces such as the balance of payments and inflation on international business practices.
6. Discuss cultural differences and values and how they impact international business.
7. Describe political implications on international business.
8. Evaluate the effects of labor and economic forces on a country's international competitiveness.
9. Outline and be able to defend a strategy for promotion of a product in a foreign country.
10. Explain how to locate foreign suppliers of goods for import.
11. Describe channels of distribution for exports.
12. Identify documents required for exporting and importing.
13. Explain trends toward standardization and globalization

within multinational or global companies.

14. Discuss cultural, environmental, and governmental limitations on a firm's ability to standardize operations globally.

15. Analyze human resources issues in multinational corporations.

16. Discuss strategic planning as it relates to national and international business.

17. Discuss the effect of trade treaties on a country's ability to conduct business in other countries.

18. Demonstrate an understanding of environmental concerns and the impact of negative activities on the world.

11. Methods of Evaluating Student Achievement:

1. Write essay midterm and final examinations describing, analyzing, and synthesizing issues discussed in class and reading assignments.

2. Present a research project to the class dealing with a current trade topic and a specific geographic area such as "Mexico and NAFTA trade agreement."

3. Write a report on various forms of trade or international investments.

4. Present an in-class report on cultural differences in international business.

12. Student Assignments (Homework):

a. Required Reading Assignments:

30-40 pages from textbook, outside sources such as library references, newspapers and periodicals, and other supplementary sources obtain from sources like Trade Centers.

b. Required Writing Assignments:

Described above--research reports, exams

c. Other (Terms projects, research papers, portfolios, etc.)

Oral Presentation: Class presentation of research projects

13. Course Content Outline:

Students will be required to analyze, evaluate, compare and contrast the following concepts, characteristics and techniques.

I. Nature of Foreign Trade

A. International trade theory

B. Governmental impact of foreign trade

C. International organizations

II. Monetary Systems

- A. Foreign investment analysis
- B. World trade/investment patterns
- C. Economic environments
- D. Foreign exchange and international payments
- E. Multinational accounting, finance, and taxation

III. Cultural Implications

- A. Barriers to international trade
- B. Understanding and managing cross-cultural differences
- C. Foreign political and legal implications

IV. Overview of International Management

- A. Controllable and uncontrollable forces
- B. Exporting companies, multinational organizations, and global organizations
- C. U.S. trade laws
- D. Trade laws of Canada and Mexico
- E. Strategic planning
- F. Compensation issues
- G. Job safety
- H. Labor market contracts and labor-cost dynamics

V. Multinational Human Resource Management

- A. Cost/benefits of using expatriates abroad
- B. Hiring local managers for international sites
- C. U.S. personnel policies abroad vs. local adaptation
- D. International recruiting, hiring, and firing
- E. Training issues
- F. Differing standards abroad
 - 1. Motivation
 - 2. Titles and job descriptions
 - 3. Benefits
 - 4. Concept of time
 - 5. Layout of office
 - 6. Productivity
 - 7. Awards and recognition
- G. Global Strategic Planning Process
- H. Defining corporate mission
- I. Setting and quantifying corporate objectives
- J. Formulating action plans, contingency plans, and strategies
- K. Organizational design: product, geography, or sector

VI. Environmental Concerns

- A. Controlling pollution
- B. Conserving natural resources
- C. Acting responsibly to protect the environment

14a. All textbooks, resources and other materials used in this course are:

College level

14b. EXAMPLE texts, reading and resources:

Ferraro. *Cultural Dimensions of International Business*. 5th Edition
Prentice Hall, 2005

General Education/Transfer Information

IGETC:

CSU:

SCC GE: