Baton Rouge Community College

Academic Affairs Master Syllabus

Date Approved or Revised: July 31, 2008

Course Name: International Business
Course Number: BUSN 170

Lecture Hrs. 3  Lab Hrs. 0  Credit Hrs. 3

Course Description: Explores the economic, political and socio-cultural dimensions of international trade and finance. Topics include business culture, regional economic integration, globalization, the international monetary system, foreign exchange markets, global finance, management, and marketing.

Prerequisites: BUSN 110
Co-requisites: None

Suggested Enrollment Cap:

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

- Explain and discuss the processes of regional economic integration and globalization. Recognize their implications for citizens and business firms.
- Explain how and why the world’s countries differ. Recognize the implication of differences in culture for international business management.
- Describe economies and policies of international trade and investment.
- Identify different strategies that business can adopt to compete in the global marketplace and enter specific foreign markets.
- Explore the role played by marketing, operations, and human resource management in a global business environment.
- Describe and discuss ethical issues that can arise when doing business globally.

Assessment Measures: The students will be assessed and graded using some or all of the following assessment tools based upon each individual professor’s or instructor’s grading methods, scales, and rubrics, except where the assessment is performed by all business courses:

- Professor/Instructor will administer exams and/or quizzes.
- Professor/Instructor will assign projects, homework and/or class discussion.
- Professor will use any other appropriate business or education methods.
- Surveys will be conducted using BRCC’s Blackboard website.

Information to be included on the Instructors’ Course Syllabi:
• **Disability Statement:** Baton Rouge Community College seeks to meet the needs of its students in many ways. See the Office of Disability Services to receive suggestions for disability statements that should be included in each syllabus.

• **Grading:** The College grading policy should be included in the course syllabus. Any special practices should also go here. This should include the instructor’s and/or the department’s policy for make-up work. For example in a speech course, “Speeches not given on due date will receive no grade higher than a sixty” or “Make-up work will not be accepted after the last day of class.”

• **Attendance Policy:** Include the overall attendance policy of the college. Instructors may want to add additional information in individual syllabi to meet the needs of their courses.

• **General Policies:** Instructors’ policy on the use of things such as beepers and cell phones and/or hand held programmable calculators should be covered in this section.

• **Cheating and Plagiarism:** This must be included in all syllabi and should include the penalties for incidents in a given class. Students should have a clear idea of what constitutes cheating in a given course.

• **Safety Concerns:** In some programs this may be a major issue. For example, “No student will be allowed in the safety lab without safety glasses.” General statements such as, “Items that may be harmful to one’s self or others should not be brought to class.”

• **Library/ Learning Resources:** Since the development of the total person is part of our mission, assignments in the library and/or the Learning Resources Center should be included to assist students in enhancing skills and in using resources. Students should be encouraged to use the library for reading enjoyment as part of lifelong learning.

**Expanded Course Outline:**

I. Globalization
   A. An Overview of Globalization
   B. Country Differences in Political Economy
   C. Differences in Culture

II. Cross-Border Trade and Investment
    A. International Trade Theory
    B. The Political Economy of International Trade
    C. Foreign Direct Investment
    D. Regional Economic Integration
III. Global Money System
   A. The Foreign Exchange Market
   B. The Global Monetary System

IV. Competing in a Global Marketplace
   A. Global Strategy
   B. Entering Foreign Markets
   C. Exporting and Importing
   D. Global Marketing and R&D
   E. Global Human Resource Management