Outline of Instruction

Division: Business  Area of Instruction: Business Management
Course Number: BMGT 220  Course Name: International Business
Prerequisites: BMGT 201, ECON 251
Hours Required: Class: 45  Lab:  Credits: 3

Current Catalog Description:
International Business introduces the process of globalization and its implications for business firms and their managers. Course content includes the social, political, and economic environments of the multinational firm, with emphasis on management strategies across cultural and national boundaries.

Major Units
• Globalization
• Country Differences
• Cross-Border Trade and Investment
• Global Money System
• Competing in a Global Marketplace

Educational/Course Outcomes
Student learning will be assessed by a variety of methods, including, but not limited to, quizzes and tests, journals, essays, papers, projects, laboratory/clinical exercises and examinations, presentations, simulations, portfolios, homework assignments, and instructor observations.

Cognitive  Each student will be expected to Identify/Recognize...
• Globalization and the changing demographics of the global economy
• Dramatic developments in communication, information processing, and transportation technologies
• National differences in political economies
• Major trade theories and policies
• Strategies for competing in the global marketplace
• Strategies for entering specific foreign markets
• Functions of the foreign exchange market
• Staffing, training, and management development for global assignments

Performance  Each student will be expected to Demonstrate/Practice...
• Ability to analyze case studies by citing principles that underlie the global trade and investment system, the global monetary system, and international business management
• Ability to recognize cultural differences and to apply appropriate management practices
• Ability to assess the various risks of doing business in different social and political environments

Attitudinal:  Each student will be expected to Believe/Feel/Think...
• Appreciation of opportunities and challenges which managers must confront in a global economy
• Appreciation of differences among countries in culture, consumer preferences, and business practices and procedures
• Acknowledgment that trade and investment policies have historically been a subset of domestic policies
• Perception of the responsibilities of a good world citizen