



# Course Outcome Summary

**Program Satisfier Course**

## **BMGT 220, International Business**

### Course Information

Division	Business
Contact Hours	45
Total Credits	3

**Prerequisites**      **BMGT 201 and ECON 251**

### Course Description

This course covers the process of globalization and its implication 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.

### Exit Learning Outcomes

This is a recommended course from students pursuing an AAS in Business Management

### Program Outcomes Addressed by this Course:

Upon successful completion of this course, students should be able to meet the program outcomes listed below:

- Demonstrate a broad understanding of the U.S. business environment
- Demonstrate understanding of marketing principles
- Demonstrate understanding of basic management functions.
- Demonstrate understanding of global business
- Demonstrate understanding of macroeconomic and microeconomic principles

### Course Outcomes

In order to evidence success in this course, students will be able to:

- Demonstrate understanding of globalization and the changing demographics of the global economy  
Linked Program Outcomes
  - Demonstrate understanding of global business
- Demonstrate understanding of differences in national cultures  
Linked Program Outcomes
  - Demonstrate understanding of global business
- Demonstrate understanding of major trade theories and policies  
Linked Program Outcomes
  - Demonstrate understanding of global business
  - Demonstrate understanding of macroeconomic and microeconomic principles
- Demonstrate understanding of strategies for managing financial, human and production resources in a global environment  
Linked Program Outcomes
  - Demonstrate understanding of global business
  - Demonstrate understanding of human resource management principles
  - Demonstrate understanding of basic management functions



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5. Demonstrate understanding of strategies for marketing and competing in a global environment  
Linked Program Outcomes
  - a. Demonstrate understanding of global business
  - b. Demonstrate understanding of marketing principles
6. Demonstrate understanding of differences in national political and legal environments  
Linked Program Outcomes
  - a. Demonstrate understanding of global business
7. Demonstrate understanding of differences in national economic environments  
Linked Program Outcomes
  - a. Demonstrate understanding of global business
  - b. Demonstrate understanding of macroeconomic and microeconomic principles
8. Demonstrate understanding of the functions of the foreign exchange markets  
Linked Program Outcomes
  - a. Demonstrate understanding of global business
  - b. Demonstrate understanding of macroeconomic and microeconomic principles
9. Demonstrate understanding of how developments in communication, transportation, information processing and new technologies influence global business  
Linked Program Outcomes
  - a. Demonstrate understanding of global business

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