



## IT322 INTERNATIONAL BUSINESSES

### UNIVERSITY VISION

A leading University in advancing scholarly innovation, multi-cultural convergence, and responsive public service in a borderless Region.

### UNIVERSITY MISSION

The University shall primarily provide advanced instruction and professional training in science and technology, agriculture, fisheries, education and other related fields of study. It shall also undertake research and extension services, and provide progressive leadership in its areas of specialization.

### UNIVERSITY STRATEGIC GOALS

- a. Deliver quality service to stakeholders to address current and future needs in instruction, research, extension, and production
- b. Observe strict implementation of the laws as well as the policies and regulations of the University
- c. Acquire with urgency state-of-the-art resources for its service areas
- d. Bolster the relationship of the University with its local and international customers and partners
- e. Leverage the qualifications and competences in personnel action and staffing
- f. Evaluate the efficiency and responsiveness of the University systems and processes

### INSTITUTIONAL OUTCOMES (IO)

- a. Enhance competency development, commitment, professionalism, unity and true spirit of service for public accountability, transparency and delivery of quality services
- b. Provide relevant programs and professional trainings that will respond to the development needs of the region
- c. Strengthen local and international collaborations and partnerships for borderless programs
- d. Develop a research culture among faculty and students
- e. Develop and promote environmentally-sound and market-driven knowledge and technologies at par with international standards
- f. Promote research-based information and technologies for sustainable development
- g. Enhance resource generation and mobilization to sustain financial viability of the university

### PROGRAM OUTCOMES (PO) COMMON TO ALL PROGRAMS AND ITS RELATIONSHIPS TO INSTITUTIONAL OUTCOMES

| A graduate of the BlndTech program can:   | INSTITUTIONAL OUTCOMES (IO) |   |   |   |   |   |   |
|---|-----------------------------|---|---|---|---|---|---|
|   | a                           | b | c | d | e | f | g |
| a. Analyze broadly defined industrial technology processes by using analytical tools that enhance creativity, innovativeness, and intellectual curiosity to improve methods, processes, and systems that meet the industry standards; | ✓                           | ✓ |   |   |   | ✓ |   |
| b. Design and implement broadly defined industrial systems, components, products, or processes to meet specific industry needs with proficiency and flexibility in the area of specialization in accordance with global standards;    | ✓                           | ✓ |   | ✓ |   | ✓ |   |

|   |   |   |   |   |   |   |   |   |
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| c. Apply appropriate techniques, resources, and state-of-the-art industrial technology tools to meet current industry needs and use these modern tools and processes to improve and increase entrepreneurial activities upholding the safety and health standards of business and industry;   | ✓ |   | ✓ | ✓ | ✓ |   |   |   |
| d. Communicate with diverse groups of clienteles the appropriate cultural language with clarity and persuasion, in both oral and written forms, including understanding and giving of clear instructions, high comprehension level, effectiveness in delivering presentations and writing documents, and articulating technological innovation outputs; | ✓ | ✓ | ✓ | ✓ | ✓ |   |   |   |
| e. Develop leadership and management skills in a team-based environment by making informed decisions, keeping the team motivated, acting and delegating responsibility, and inspiring positive changes in the organization by exercising responsibility with integrity and accountability in the practice of one's profession;                          | ✓ | ✓ | ✓ | ✓ | ✓ |   |   |   |
| f. Practice the moral responsibilities of an industrial technologist to manage and balance wider public interest and uphold the norms and safety standards of the industrial technology profession;   |   |   |   | ✓ | ✓ | ✓ | ✓ |   |
| g. Demonstrate enthusiasm and passion for continuous personal and professional development in broadly defined industrial technology and effecting positive changes in the entrepreneurial and industrial endeavor; and  | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| h. Recognize the need for, and an ability to engage in lifelong learning.   | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

1 COURSE CODE IT322

2 COURSE TITLE INTERNATIONAL BUSINESSES

3 PREREQUISITE NONE

4 CREDITS 3 units

#### 5 COURSE DESCRIPTION

This course provides an overview of international business operations and global trade. Students will explore key concepts, including globalization, trade theories, foreign exchange, international marketing, and the impact of cultural, political, and economic environments on global business.

#### 6 COURSE LEARNING OUTCOMES (CLO) AND ITS RELATIONSHIPS TO PROGRAM OUTCOMES

| Course Learning Outcomes (CLO)   | Program Outcomes |   |   |   |   |   |   |   |
|--|------------------|---|---|---|---|---|---|---|
| At the end of the course, a student can:   | a                | b | c | d | e | f | g | h |
| a. Understand SKSU-VGMO, Classroom Policies, Course Overview, Course Requirements and Grading System;  | ✓                | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| b. Define and explain the fundamental concepts and scope of international business, including its distinctions from domestic business environments.          | ✓                | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| c. Analyze the impact of globalization on economic development, culture, trade, and business operations across different regions.                            | ✓                | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| d. Compare and apply major theories of international trade (e.g., absolute advantage, comparative advantage, Heckscher-Ohlin) to real-world trade scenarios. | ✓                | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| e. Evaluate the effects of political, legal, and economic systems on the international business landscape and strategic                                      | ✓                | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

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|--|--|--|--|--|--|--|--|--|
| decision-making.   |  |  |  |  |  |  |  |  |
| f. Demonstrate cultural intelligence by interpreting and applying cultural frameworks (e.g., Hofstede, Trompenaars) in cross-cultural business settings.                 |  |  |  |  |  |  |  |  |
| g. Assess various international market entry strategies and justify the most suitable entry method for specific business goals or country contexts.                      |  |  |  |  |  |  |  |  |
| h. Develop and present an international business plan or market entry proposal, integrating learned concepts from finance, marketing, management, and cultural analysis. |  |  |  |  |  |  |  |  |

## 7 COURSE CONTENTS

| WEEK | CONTENT  | INTENDED LEARNING OUTCOMES( ILOs)   | TEACHING AND LEARNING ACTIVITIES (TLA)  | OUTCOMES-BASED ASSESSMENT (OBA) | COURSE LEARNING OUTCOME S (CLOs) |
|------|--|---|---|---------------------------------|----------------------------------|
| 1    | <b>Course Orientation</b><br>SKSU VMGO, Classroom Policies, Course Overview, Course Requirements, Grading System | At the end of the week, the student can:<br>a. Discuss the University's VMGO, classroom policies, course overview, requirements and grading system  | Discuss the VMGO of the University, the classroom policies, scope of the course, course requirements and grading system | a. Participation in discussions | abcdefg                          |
| 2    | <b>a) Introduction International Business</b><br><br><b>b) Globalization</b>                                     | At the end of the week, the student can:<br><br>a. Describe the nature and scope of international business; distinguish it from domestic business.<br>b. Explain the concept and drivers of globalization; evaluate its impact on businesses, labor, and economies. | a. Lecture, discussion<br>b. Case study, video clip   | Class participation<br>Quiz     | abcdefg                          |

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| 3                   | <p><b>a. Theories of International Trade</b></p> <p><b>b. Political and Legal Environment</b></p> | <p>At the end of the week, the student can:</p> <ul style="list-style-type: none"> <li>a) Compare and contrast major international trade theories; apply these theories to current global trade practices.</li> <li>b) Analyze how political ideologies, legal systems, and international law influence global business operations.</li> </ul>                        | <ul style="list-style-type: none"> <li>a) Group work, concept mapping</li> <li>b) Roleplay, scenario analysis</li> </ul>              | <ul style="list-style-type: none"> <li>a) Short essay</li> <li>b) Quiz</li> </ul>            | abcdefg |
| 4                   | <p><b>a. Cultural Environment</b></p> <p><b>b. Economic Environment</b></p>                       | <p>At the end of the week, the student can:</p> <ul style="list-style-type: none"> <li>a) Evaluate cultural frameworks (e.g., Hofstede, Trompenaars); explain their relevance in cross-cultural communication and management.</li> <li>b) Identify and compare global economic systems; assess their influence on business strategies and decision-making.</li> </ul> | <ul style="list-style-type: none"> <li>a) Group activity, cultural dimension analysis</li> <li>b) Discussion, group report</li> </ul> | <ul style="list-style-type: none"> <li>a) Reflection paper</li> <li>b) Quiz</li> </ul>       | abcdefg |
| <b>MIDTERM EXAM</b> |   |   |   |  |         |
| 5                   | <p><b>a. Global Financial Markets</b></p> <p><b>b. Regional Economic Integration</b></p>          | <p>At the end of the week, the student can:</p> <ul style="list-style-type: none"> <li>a. Explain currency exchange systems; evaluate how exchange rate fluctuations</li> </ul>   | <ul style="list-style-type: none"> <li>a. Video, group calculations</li> <li>b. Debate, research report</li> </ul>                    | <ul style="list-style-type: none"> <li>a. Group report</li> <li>b. Position paper</li> </ul> | abcdefg |

|   |  |   |   |  |         |
|---|--|---|---|--|---------|
|   |  | affect international trade and investment.<br>b. Describe major trade blocs (EU, ASEAN, NAFTA); analyze the benefits and challenges of economic integration.  |   |  |         |
| 7 | <b>a. International Market Entry Strategies<br/>b. International Marketing</b>                 | At the end of the week, the student can:<br><br>a. Compare modes of market entry (exporting, franchising, FDI); recommend suitable strategies for specific industries or regions.<br>b. Assess global marketing strategies; adapt products and promotions to various international markets.           | a. Simulation game, SWOT analysis<br><br>b. Case study, product adaptation activity         | a. Group presentation<br><br>b. Quiz         | abcdefg |
| 8 | <b>a. Global Production and Supply Chain<br/>b. Ethics and Corporate Social Responsibility</b> | At the end of the week, the student can:<br><br>a. Identify elements of international logistics; explain how supply chain decisions affect efficiency and competitiveness.<br>b. Analyze ethical issues in international operations; propose sustainable and socially responsible business solutions. | a. Virtual factory tour, interview, diagramming<br><br>b. Case discussion, video reflection | a. Written report<br><br>b. Reflection paper | abcdefg |

|    |   |   |   |         |         |
|----|---|---|---|---------|---------|
|    | a. International Human Resource Management<br>b. Review and Integration | At the end of the week, the student can:<br><br>a. Describe staffing policies and cross-cultural HR issues; develop solutions for managing diverse workforces.<br>b. Synthesize course concepts into a cohesive understanding of global business operations and strategies. | a. Group simulation, policy drafting<br>b. Review games, synthesis activities | a. Quiz | abcdefg |
| 10 |   |   | FINAL EXAMINATION   |         |         |

Total No. of Hours : 54

## 8 COURSE REQUIREMENTS AND COURSE POLICIES

### COURSE REQUIREMENTS

Each student is required to:

1. submit accomplished assignments, and activities;
2. participate actively in all discussion;
3. submit all the projects and activities; and
4. pass the major exams (midterm and final)

### COURSE POLICIES

**Attendance:** A student will be marked late if he/she enters the class 5 minutes after start of class period. Any student who comes to class 15 minutes after the scheduled time shall be marked absent.

**Missed work or exam:** Any student who missed to submit a work assignment or to take a test should consult the concerned instructor for immediate compliance

**Cheating and Plagiarism:** Any student who committed any form of academic dishonesty (e.g., copy-paste plagiarism) shall be given disciplinary action provided in the SKSU Student's Handbook

**Use of Technology:** Cell phones should be turned off while the session is in progress. Using laptops, notebook PCs, smart phones, and tablets shall be allowed only when needed. A scientific calculator (e.g. Casio fx-991ES) shall be utilized in solving if applicable.

## 9 GRADING SYSTEM AND RUBRICS FOR GRADING

| <b>Midterm Grade</b>            |             |
|---------------------------------|-------------|
| Midterm Examination             | 45%         |
| Attendance/ Class Participation | 10%         |
| Quizzes                         | 10%         |
| Project                         | 20%         |
| Report                          | 15%         |
| <b>TOTAL</b>                    | <b>100%</b> |

| <b>Final Term Grade</b>        |             |
|--------------------------------|-------------|
| <b>GRADE</b>                   |             |
| Final Term Examination         | 45%         |
| Attendance/Class Participation | 10%         |
| Quizzes                        | 10%         |
| Project                        | 20%         |
| Report                         | 15%         |
| <b>TOTAL</b>                   | <b>100%</b> |

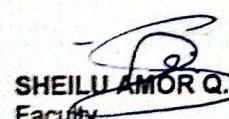
**FINAL**

|                         |             |
|-------------------------|-------------|
| <b>Midterm Grade</b>    | <b>50%</b>  |
| <b>Final Term Grade</b> | <b>50%</b>  |
| <b>TOTAL</b>            | <b>100%</b> |

**Materials used:** Laptop, Powerpoint presentations and video clips  
Books, Online slides, Teacher-made slides ,

**References:**

- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2021). International Business: Environments and Operations (17th ed.). Pearson.
- Hill, C. W. L., & Hult, G. T. M. (2019). International Business: Competing in the Global Marketplace (12th ed.). McGraw-Hill Education.
- Cavusgil, S. T., Knight, G., Riesenberger, J. R., Rammal, H. G., & Rose, E. L. (2020). International Business: The New Realities (5th ed.). Pearson.
- Wild, J. J., Wild, K. L., & Han, J. C. Y. (2019). International Business (9th ed.). Pearson.
- Hofstede, G. (2001). Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations (2nd ed.). Sage Publications.
- World Trade Organization (WTO). (n.d.). Understanding the WTO. <https://www.wto.org>
- United Nations Conference on Trade and Development (UNCTAD). (n.d.). World Investment Report. <https://unctad.org>

**Prepared:****Reviewed:****Noted:**


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