

Las Positas College  
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## Course Outline for BUSN 20

### INTERNATIONAL BUSINESS

Effective: Spring 2016

#### I. CATALOG DESCRIPTION:

BUSN 20 — INTERNATIONAL BUSINESS — 3.00 units

Exploration of major factors involved in international entrepreneurship. Includes an overview of economic, historical, technological, legal, environmental, and educational implications on entrepreneurship. Analyzes cultural differences, issues and trends, which influence entrepreneurship and business decision-making. Options for emerging markets; international marketing; manufacturing, physical distribution, and foreign investment options are explored along with State and federal resources available to facilitate importing and exporting

3.00 Units Lecture

#### **Strongly Recommended**

BUSN 40 - Introduction to Business  
and

ENG 1A - Critical Reading and Composition

#### **Grading Methods:**

Letter or P/NP

#### **Discipline:**

	<b>MIN</b>
<b>Lecture Hours:</b>	54.00
<b>Total Hours:</b>	54.00

#### II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

#### III. PREREQUISITE AND/OR ADVISORY SKILLS:

**Before entering this course, it is strongly recommended that the student should be able to:**

- A. BUSN40
- B. ENG1A

#### IV. MEASURABLE OBJECTIVES:

**Upon completion of this course, the student should be able to:**

- A. Explain the dynamics of globalization
- B. Identify the reasons why companies go abroad, problems, risks encountered, and the incentives for doing so;
- C. Analyze cultural practices which, impact business transactions
- D. Define how the proliferation of technology allows for the efficient information transfer for businesses internationally;
- E. Compare and contrast business customs, language, legal and political systems, ethical beliefs, geography and socio-economic factors that influence business practices;
- F. Analyze the financial impact, both home and abroad, of international trade;
- G. Detail procedures and documentation necessary to import and/or export a product;
- H. List a variety of investment opportunities in foreign markets;
- I. Discuss the complexities of the balance of trade in the movement of goods and services across national borders;
- J. Demonstrate the functional management aspects of a multinational operation and its possible effects on the home and host nations;
- K. Relate the functions of distribution networks, supply chains, and transportation hubs in moving products from country to country;
- L. Describe the impact of foreign exchange market, tariffs, import and export regulations, and trade agreements on commerce;
- M. Identify various state and federal resources available to facilitate importing and exporting activities.

#### V. CONTENT:

- A. Globalization
  - 1. Opportunity
  - 2. Technology
- B. Country Differences
  - 1. National differences in political economy
  - 2. Differences in culture
  - 3. Ethnocentric vs. geocentric orientation
  - 4. Ethics in International Business

- C. Cross-Border Trade and Investment
  - 1. European Economic Community
  - 2. Multi-Country Trade Blocs
  - 3. Regional Trade Integrations
- D. Global Investment Environment
  - 1. International trade theories
  - 2. Investment Strategies
  - 3. Foreign direct investment
  - 4. Regional Economic Integration
- E. The Global Monetary System
  - 1. Foreign exchange market
  - 2. International monetary system
  - 3. Global capital market
  - 4. Documentation; transfer payments; letters of credit; governmental regulation; exchange rates; insurance
- F. The Strategy and Structure of International Business
  - 1. Strategies for international entrepreneurship
  - 2. Growth and structure of multinational companies
  - 3. Entry strategy and strategic alliances
- G. Business Operations
  - 1. Exporting, importing, and counter trading
  - 2. Global manufacturing and materials management
  - 3. Production, Outsourcing, and Logistics
  - 4. Global human resource management
  - 5. Financial management in an international business
  - 6. State and federal importing and exporting assistance

#### VI. METHODS OF INSTRUCTION:

- A. Lecture utilizing Power Point, overhead transparencies, computer media, handouts, whiteboard and/or blackboard
- B. Small Group Discussion
- C. **Guest Lecturers** - State and Federal agency representatives; entrepreneurs active in global business
- D. Case studies
- E. Research assignments on current events, best practices and foundation concepts
- F. Videos with handouts followed by group analysis and discussion

#### VII. TYPICAL ASSIGNMENTS:

- A. Review current events in international business publications (i.e., Wall Street Journal, Fortune, USA Today, San Francisco Business Times, LA Times, and New York Times). Identify important issues, analyze, and discuss in class.
- B. Read chapter on "Regional Economic Integration." Summarize major points and apply to a specific industry.
- C. Research selected topic and write three-page informational piece or analysis of topic.
- D. Individual projects and presentations developing in-depth information on selected topic approved by instructor.

#### VIII. EVALUATION:

##### A. **Methods**

- 1. Exams/Tests
- 2. Quizzes
- 3. Research Projects
- 4. Portfolios
- 5. Papers
- 6. Oral Presentation
- 7. Projects
- 8. Class Participation
- 9. Class Work
- 10. Home Work
- 11. Other:
  - a. Current event discussions
  - b. Research and/or opinion papers on selected chapter topicCase Analysis with specific objectives
  - c. Quizzes, Tests, Examinations to provide adequate assessment opportunities
  - d. Final examination
  - e. Class participation/discussion; for example: on the forces that impact global markets
  - f. Chapter Assignments:
    - 1. Vocabulary and definition matching
    - 2. Brief case analysis on chapter content
  - g. Research papers and or presentations
    - 1. An instructor approved topic
    - 2. Use literature, periodicals, interviews, and Internet resources
    - 3. Prepare a multi-page paper which develops the student's expertise on the topic.

##### B. **Frequency**

- 1. Instructors may choose how often to evaluate students through written assignments, discussions, research, quizzes and tests.
- 2. Periodic chapter/topic tests and a final exam are expected
- 3. In a survey course students require frequent feedback to insure they are building on the foundation concepts and to identify if there needs to be a change in their study techniques.

#### IX. TYPICAL TEXTS:

- 1. Hill, Charles W. L.. *International Business: Competing in the Global Marketplace*. 10th ed., McGraw-Hill, 2015.
- 2. Peng, Mike. *Global Business*. 3rd ed., South-Western Cengage Learning, 2015.
- 3. Wild, John , and Kenneth Wild. *International Business: The Challenges of Globalization*. 7th ed., Prentice Hall, 2014.
- 4. Daniels, John , Lee Radebaugh, and Daniel Sullivan. *International Business: Environment and Operations* . 15th ed., Prentice Hall, 2015.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer and Internet access
- B. Access to business publications, such as the Wall Street Journal, Fortune
- C. Access to trade publications in the students' interest areas