

Las Positas College
3000 Campus Hill Drive
Livermore, CA 94551-7650
(925) 424-1000
(925) 443-0742 (Fax)

Course Outline for BUSN 20

INTERNATIONAL BUSINESS

Effective: Spring 2011

I. CATALOG DESCRIPTION:

BUSN 20 — INTERNATIONAL BUSINESS — 3.00 units

Exploration of major factors involved in developing international trade. An overview of foreign market analysis, international law and ethics, financial environment, manufacturing, physical distribution, and 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:

Discipline:

	<u>MIN</u>
Lecture Hours:	54.00
Total Hours:	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. Identify and explain the dynamics behind multinational enterprises—why companies go abroad, problems, and risks encountered, and the incentives for doing so;
- B. Demonstrate the functional management aspects of a multinational operation and its possible effects on the home and host nations;
- C. Discuss the complexities of the balance of trade in the movement of goods and services across national borders;
- D. Distinguish investment and marketing opportunities in foreign markets;
- E. Analyze the financial impact, both home and abroad, of international trade;
- F. Recall procedures and documentation necessary to import and/or export a product;
- G. Define how the proliferation of technology allows information transfer for sales, marketing, manufacturing and outsourcing;
- H. Relate the functions of distribution networks, supply chains, and transportation hubs in moving products from country to country;
 - I. Analyze various culture, business customs, language, legal and political systems, geography and socio-economic factors that influence business practices;
- J. Describe the impact of foreign exchange market, tariffs, import and export regulations, trade agreements on commerce; and
- K. Identify various state and federal resources available to facilitate importing and exporting activities.

V. CONTENT:

- A. The scope and context of international business
- B. Globalization
 - 1. National differences in political economy
 - 2. Differences in culture
 - 3. Ethnocentric vs. geocentric orientation
 - 4. European Economic Community
 - 5. North American Trade Act
- C. The Global Trader and Investment Environment
 - 1. International trade theory
 - 2. The political economy of foreign direct investment
 - 3. Regional economic integration
- D. The Global Monetary System

1. The foreign exchange market
2. The international monetary system
3. The global capital market
- E. The Strategy and Structure of International Business
 1. The strategy of international business
 2. Growth and structure of multinational companies
 3. The organization of international business
 4. Entry strategy and strategic alliances
- F. Business Operations
 1. Exporting, importing, and counter trading
 2. Global manufacturing and materials management
 3. Global marketing and R&D
 4. Global human resource management
 5. Financial management in an international business
 6. Documentation; transfer payments; letters of credit; governmental regulation; exchange rates; insurance
 7. 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. Research assignments on current events, best practices and foundation concepts
- D. **Guest Lecturers** -
- E. Case studies
- 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, and San Francisco Chronicle /New York times business section); discuss in class. B. Read chapter on "Regional Economic Integration." Research selected topic and write three-page informational piece or analysis of topic. C. Individual project to learn in-depth information on selected topic approved by instructor.

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Research Projects
4. Papers
5. Class Participation
6. Other:
 - a. Methods
 1. Current event discussions
 2. Two-three papers of three to five pages on selected chapter topic
 3. Three examinations, plus final examination
 4. Class participation/discussion; for example: on the forces that impact global markets
 5. Chapter Assignments:
 - a. Vocabulary and definition matching
 - b. Brief case analysis on chapter content
 6. Research paper
 - a. Select topic
 - b. Use literature, periodicals, interviews, and Internet resources
 - c. Prepare at least a 15-page paper.

B. **Frequency**

1. Frequency
 - a. Instructors may choose how often to evaluate students through written assignments, quizzes and tests.
 - b. Chapter/topic quizzes and a final exam are expected
 - c. 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 Market Place*. 8th ed., McGraw-Hill, 2011.
2. Geringer, Michael, Michael S. Minor, Jeanne M. McNett *International Business: The Challenge of Global Competition*. 12th ed., McGraw-Hill, 2010.
3. Wild, Wild & Han *International Business: The Challenges of Globalization*. 5th ed., Prentice Hall, 2010.
4. Daniels, John D., Lee H. Radebaugh, Daniel P. Sullivan *International Business: Environment and Operations*. 13th ed., Prentice Hall Learning Company, 2011.

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