

BUSI 53: SURVEY OF INTERNATIONAL BUSINESS

Foothill College Course Outline of Record

Heading	Value
Units:	4
Hours:	4 lecture per week (48 total per quarter)
Advisory:	Not open to students with credit in BIS 53 or BUSI 20.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Area IV: Social & Behavioral Sciences
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- Students will demonstrate an understanding and appropriate use of international business terms and concepts in the written component of the term project.
- Students will critically analyze, evaluate and interpret international business information for their term projects.
- Students will demonstrate international business concepts and strategies in their term projects and oral presentations.

Description

Introduction to the global commercial community, theory and practice. Exploration of trade and development with the Pacific Rim, Eastern/Western Europe, Third World and developing nations. Major economic, social, political, cultural forces directing the competitive business environment. Examination of the full range of international commercial activities, marketing, logistics, research, risk analysis, and global corporate ethics and social responsibility.

Course Objectives

The student will be able to:

- Demonstrate an understanding of the environments of international trade, finance, investment, marketing, strategy and policy as they relate to the operating manager of multinational enterprise (MNE).
- Discuss the multiplicity of environments in international business which create a wide range of operational problems requiring new concepts, analytical methods and information.
- Relate regional and environmental differences to the operative theories, methods and techniques appropriate for management processes and tasks in these environments.
- Select and apply the appropriate management skills in problem solving in a variety of international business activities.
- Develop a framework for further study of international business.
- Describe regional economic and trade consortia including the European Union, NAFTA, Mercosur, Asean and others.

Course Content

- The nature and scope of international business: The evolution of multinational enterprises (MNE).
- Developing a global perspective.
- Developing a regional (Latin America/Pacific Basin/E.U./NAFTA) perspective.
- Dealing with regional/national differences; differences in political and economic frameworks; differences in human environments and cultural factors; differences in corporate vs. national goals; national government vs. business relationships.
- Basic corporate policy and strategies: Forms of foreign investments and ownership; organizational structures and controls.
- Import/Export policies, limitations, restrictions of national governments vs. the MNE re: manufacturing, assembly, Maquillas, other.
- International trade investment theories; reasons for direct foreign investments; cross-national agreements on trade.
- Changing patterns of foreign trade and investment policies and strategies.
- International financial framework: Foreign exchange risk and MNE strategies and policies; the regional payments system; regional banking and financial markets and conditions.
- International marketing and product strategy: Market analysis, structure and perspective; multinational accounting and taxation; management of human resources in regional nations; compensation/labor relations problems.
- International Technology Transfer by the "High Tech" MNE.

Lab Content

Not applicable.

Special Facilities and/or Equipment

- When offered on/off campus: Computer workstation or terminals with access to the appropriate applications software.
- When taught as an online distance learning section, students and faculty need ongoing and continuous Internet and email access.
- When performed online, a website must be available where such assignments are posted and students have a forum where they can discuss them, ask questions of the instructor, and receive feedback in a timely fashion.

Method(s) of Evaluation

- Class discussions
- Written critical analysis of text, handouts (newspaper and periodical publishing) and case studies
- Weekly discussions of written article analysis of current business events
- Oral reports, individual and group projects
- Quizzes, Mid-term and Final
- Term project - country manager of a global subsidiary

Method(s) of Instruction

Lecture, Discussion, Field work, Oral presentations, Electronic discussions/chat, Demonstration, Field trips.

Representative Text(s) and Other Materials

Hill, Chas. International Business. 8th ed. New York, NY: McGraw-Hill/Irwin Inc., 2010.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

A. Critical thinking cases or article analysis, through handouts or student research.

B. Term project: group/individual written country manager plan and presentation.

Discipline(s)

Business