

BOT 59.4 Course Outline as of Fall 1999**CATALOG INFORMATION**

Dept and Nbr: BOT 59.4 Title: INTERNATIONAL BUS PRACT

Full Title: International Business Practices for the Office Professional

Last Reviewed: 3/29/2010

Units	Course Hours per Week		Nbr of Weeks		Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	14	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	2.00		Non-contact DHR	35.00

Total Out of Class Hours: 105.00

Total Student Learning Hours: 192.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 04 - Different Topics

Also Listed As:

Formerly: BOT 87.9

Catalog Description:

Designed to provide the professional office worker with an understanding of the global marketplace. Students will learn how to interact with foreign businesspeople and identify/compare cultural differences. Emphasis will be placed on business practices and procedures. Topics include: world geography, economy, cultures and behaviors, international communications, currencies and exchange, international travel, mail, and careers in international business.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100A or ENGL 100.

Limits on Enrollment:**Schedule of Classes Information:**

Description: Designed to provide the professional office worker with an understanding of the global marketplace. Students will learn how to interact with foreign business people and identify/compare cultural differences. Emphasis will be placed on business practices and

procedures. Topics include: world geography, economy, cultures and behaviors, international communications, currencies and exchange, international travel and mail and careers in international business. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100A or ENGL 100.

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Different Topics

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 1996	Inactive: Fall 2014
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

The students will:

1. Determine the impact of geography on international business.
2. Identify the major U.S. economic regions and trade regions around the world.
3. Describe the role that customs agencies play in international trade activities.
4. Discuss historical events that have contributed to formation of strategic trade alliances.
5. Create lists of trade surpluses and trade deficits.
6. Identify jobs supported by exporting and importing.
7. Analyze the effectiveness of communicating in an international environment.
8. Analyze international business blunders resulting from ineffective or incorrect communications patterns and propose appropriate corrective actions.
9. Compare business protocol of various countries.
10. Compose effective business communication based on an understanding of the relevant environments and differences in tone, style, and format.
11. Determine appropriate form of payment for given international trade situations.
12. Identify foreign currencies and calculate current exchange rates.
13. List passport and visa requirements of various countries.

14. Create itineraries.
15. List foreign embassies and consulates.
16. Differentiate time zones and explain how time zones affect business.
17. Select appropriate electronic medium for various communications (telephone, fax, electronic conference, electronic mail).
18. Describe international regulations and restrictions for mailing and shipping goods.
19. Explain the need for appropriate documentation in importing and exporting.
20. Identify careers affected by international business.
21. Discuss future developments in international business.

Topics and Scope:

- I. Review of Geography
 - A. Review of geography
 1. United States
 2. World
- II. Impact of International Business
 - A. Exporting and importing
 - B. Jobs supported by exports
 - C. Government support and assistance
- III. Cultures, Behaviors and Business Practices
 - A. Global cultures
 - B. Meetings and conferences
 - C. Business cards
 - D. Entertaining and gifts
- IV. International Communication
 - A. Oral
 - B. Written
 - C. Nonverbal
- V. International Currencies
 - A. Exchange rates
 - B. International payments
- VI. International Travel
 - A. Passports and visas
 - B. Customs
 - C. Embassies and consulates
 - D. Time zones
- VII. Global Telecommunications
 - A. Telephone calls
 - B. Faxes
 - C. Electronic conferences
 - D. Electronic mail
 - E. Internet and World Wide Web Usage
- VIII. Mail and Shipping Services
 - A. Regulations and restrictions
 - B. Documentation
- IX. Careers in International Business
 - A. Government/public
 - B. Private business
 - C. Trends and future developments

Assignment:

Readings in textbooks
Use of Internet/World Wide Web to research topics
Workbook/simulation exercises

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, Reading reports, Term papers	Writing 25 - 75%
--	---------------------

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, Quizzes, Exams	Problem solving 25 - 75%
-----------------------------------	-----------------------------

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None	Skill Demonstrations 0 - 0%
------	--------------------------------

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion, Essay	Exams 25 - 50%
--	-------------------

Other: Includes any assessment tools that do not logically fit into the above categories.

Participation	Other Category 5 - 20%
---------------	---------------------------

Representative Textbooks and Materials:

MIRROR MIRROR INCORPORATED, Robert A. Ristau & Sandra L. Kruzel, South-Western Publishing, 1994
DO'S AND TABOOS OF INTERNATIONAL TRADE, Roger Axtell, Wiley and Sons, 1989
INTERNATIONAL BUSINESS, Margaret Woods, International Thomson Business Press, 1996
CREATIVE TEACHING IDEAS FOR INTERNATIONAL BUSINESS, National Business Education Association, 1996
EXCURSIONS INTERNATIONAL: COMPUTER APPLICATIONS SIMULATION, Spring/Rider/Jackson, South-Western Publishing, 1996