

**BAD 63 Course Outline as of Spring 2011****CATALOG INFORMATION**

Dept and Nbr: BAD 63 Title: INTERNATIONAL BUS

Full Title: International Business

Last Reviewed: 3/27/2000

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	15	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

Introduction to the essentials of international business and the environmental forces that impact on the managerial decision process. Course examines the physical, financial, political, legal, competitive, labor, marketing, economic and sociocultural constraints and opportunities of foreign market analysis and trade management.

**Prerequisites/Corequisites:****Recommended Preparation:****Limits on Enrollment:****Schedule of Classes Information:**

Description: Intro to environmental, economic, political & social constraints of doing business abroad; foreign market analysis and operational strategy of a firm; essentials of international management and functions. (Grade Only)

Prerequisites/Corequisites:

Recommended:

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

**AS Degree:**      **Area**      Effective:      Inactive:

**CSU GE:**      **Transfer Area**      Effective:      Inactive:

**IGETC:**      **Transfer Area**      Effective:      Inactive:

**CSU Transfer:**      Effective:      Inactive:

**UC Transfer:**      Effective:      Inactive:

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

**Outcomes and Objectives:**

The students will:

1. Identify the differences between domestic, foreign and international business.
2. Evaluate the opportunities and risks presented by international trade, competition, and foreign investment.
3. Compare and describe the functions of international organizations and monetary systems.
4. Evaluate the controllable and uncontrollable forces in a foreign environment.
5. Perform and develop successfully as a manager in international business by understanding and using foreign market assessment and analysis.
6. Identify the importance of crosscultural understanding and develop a global perspective towards doing business.

**Topics and Scope:**

1. The nature of international business. Its history, growth and development, why international business is different, how it has developed as a separate field of study, international trade and foreign investment, theories of international trade and economic development.
2. The international environment. International organizations i.e., the United Nations, the World Bank group, international monetary fund, General Agreement on Tariffs and Trade, the European Community, Organization for Economic Cooperation and Development. The international monetary system and balance of payments.
3. Foreign environments. The physical, financial, political, legal,

competitive, labor, marketing, economic and sociocultural forces present in a foreign environment.

4. How management deals with foreign environmental forces by utilizing market assessment and analysis, export practices and procedures, international marketing, East-West trade, financial management, production systems, and labor relations policies.
5. Management tools. The strategic planning process, planning, implementation, the global planning process. Organizing. International division or global corporation? Characteristics of the "right" organization. Controlling and staffing. Management evaluation, subsidiary reporting. Selection, training, compensation and retention of foreign employees and managers. Women in international business.
6. Comparisons of multinational and global corporations. American multinational enterprises (MNE), foreign MNE's, the MNE and its impact on foreign trade. Industrial espionage. Joint ventures. Sources of international economic and financial information.

### Assignment:

1. Weekly oral/written assignments consisting of selected text chapter questions and/or case studies, reinforced by selected assignments in the student Study Guide for the text.

### 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

Writing  
0 - 10%

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

Homework problems, Quizzes, Exams

Problem solving  
10 - 30%

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

Class performances

Skill Demonstrations  
0 - 10%

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

Multiple choice, True/false, Matching items, Completion

Exams  
20 - 40%

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

**Representative Textbooks and Materials:**

INTERNATIONAL BUSINESS: INTRODUCTION AND ESSENTIALS, 4th ed. by  
Donald A. Ball and Wendell H. McCulloch, Jr., Homewood, IL: Irwin.  
1990.