**BOT 59.4 Course Outline as of Fall 2014**

# CATALOG INFORMATION

Dept and Nbr: BOT 59.4 Title: INT'L BUSINESS PRACTICES
Full Title: International Business Practices
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 | 6 | 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

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|---|---|
| Title 5 Category: | AA Degree Applicable |
| Grading: | Grade or P/NP |
| Repeatability: | 00 - Two Repeats if Grade was D, F, NC, or NP |
| Also Listed As: | |
| Formerly: | BOT 87.9 |

**Catalog Description:**
Designed to provide students 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 on business practices and procedures. Topics include: review of world geography, international trade, cultures and behaviors, cultural communications, currencies and exchange, the Euro, international travel, technological impacts, mail and shipping services and careers in international business.

**Prerequisites/Corequisites:**

**Recommended Preparation:**
Eligibility for ENGL 100 or ESL 100; AND Course Completion of CS 60.11A ( or BOT 73.12A) OR Course Completion of CS 65.11A ( or BOT 73.10A) or equivalent

**Limits on Enrollment:**

**Schedule of Classes Information:**
Description: Designed to provide students 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 on business practices and procedures. Topics include: review of world geography, international trade, cultures and behaviors, cultural communications, currencies and exchange, the Euro, international travel, technological impacts, mail and shipping services and careers in international business. (Grade or P/NP)
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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:**
Upon completion of the course, the student will be able to:
1. Determine the impact of geography on international business.
2. Discuss historical events that have contributed to formation of strategic trade alliances.
3. Explain trade surpluses and trade deficits.
4. Analyze the effectiveness of communicating in an international business environment.
5. Compare business protocol of various countries.
6. Compose effective business communication based on an understanding of the relevant environments and differences in tone, style, and format.
7. Determine appropriate form of payment given international trade situations.
8. Identify foreign currencies and calculate current exchange rates.
9. Evaluate passport and visa requirements of various countries.
10. Develop itineraries for international travel.
11. Examine time zone system and explain how time zones affect business.
12. Examine impact of technology and e-business on globalization of business.
13. Examine international regulations and restrictions for mailing and shipping goods.
14. Assess careers affected by international business.
15. Evaluate emerging developments in international business.

**Topics and Scope:**

I. Review of Geography

A. United States
B. World

II. Impact of International Business
A. Exporting and importing
B. Countertrade
C. Government support and assistance

III. Cultures, Behaviors and Business Practices
A. Overview of cultures
B. Preparing for meetings
C. Greetings and exchange of business cards
D. Entertaining and gifts

IV. Intercultural Communication
A. Oral
B. Written
C. Nonverbal

V. International Currencies
A. Exchange rates
B. The Euro
C. International payments

VI. International Business 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. Technology and E-business
A. New technologies
B. Availability and useage in various countries
C. Web presence
D. Marketing and selling over the Internet
E. Future use of technology

IX. Mail and Shipping Services
A. Regulations and restrictions
B. Documentation

X. Careers in International Business
A. Government/public
B. Private business
C. Trends and future developments

**Assignment:**

1. Readings of 20 to 30 Internet sites per week
2. Online discussions with international resource professionals and other students
3. Composing business documents, correspondence, and written reports (2 to 3 pages)
4. 3 to 5 quizzes or tests
5. 5 to 10 written summaries of readings
6. Term paper of 15 to 20 pages

**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.

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| Written homework, written summary of Internet sites, term papers | Writing<br>40 - 75% |

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

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| Homework problems, business documents | Problem solving<br>10 - 50% |

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

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| None | Skill Demonstrations<br>0 - 0% |

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

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| Quizzes:  multiple choice, true/false, matching items, completion, essay | Exams<br>5 - 25% |

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

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| Attendance and participation | Other Category<br>5 - 20% |

**Representative Textbooks and Materials:**
Instructor-developed materials with numerous web resources.