

# ILLINOIS VALLEY COMMUNITY COLLEGE



## COURSE OUTLINE

**DIVISION:** Natural Sciences and Business

**COURSE:** BUS 2000: International Business

**Date:** Sep 10<sup>th</sup>, 2013

**Credit Hours:** 3

**Prerequisite(s):** None

**Delivery Method:**

<input checked="" type="checkbox"/> <b>Lecture</b>	<b>3 Contact Hours (1 contact = 1 credit hour)</b>
<input type="checkbox"/> <b>Seminar</b>	<b>0 Contact Hours (1 contact = 1 credit hour)</b>
<input type="checkbox"/> <b>Lab</b>	<b>0 Contact Hours (2 contact = 1 credit hour)</b>
<input type="checkbox"/> <b>Clinical</b>	<b>0 Contact Hours (3 contact = 1 credit hour)</b>
<input checked="" type="checkbox"/> <b>Online</b>	<b>3 Contact Hours (1 contact = 1 credit hour)</b>
<input type="checkbox"/> <b>Blended</b>	

**Offered:**  **Fall**     **Spring**     **Summer**

**IAI Equivalent –*Only for Transfer Courses***-go to <http://www.itransfer.org>:

### CATALOG DESCRIPTION:

This course focuses on the environmental complexities that arise when business activities and institutions transcend international borders. Emphasis on the impact and the dynamics of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. Topics include globalization, patterns of world trade, and operation procedures of the multinational enterprise, international monetary systems, foreign exchange markets, international marketing and global supply chain management.

## GENERAL EDUCATION GOALS ADDRESSED

*[See the last page of this form for more information.]*

### Upon completion of the course, the student will be able:

[Choose those goals that apply to this course.]

- x To apply analytical and problem solving skills to personal, social and professional issues and situations.
- x To communicate orally and in writing, socially and interpersonally.
- x To develop an awareness of the contributions made to civilization by the diverse cultures of the world.
- x To understand and use contemporary technology effectively and to understand its impact on the individual and society.
- x To work and study effectively both individually and in collaboration with others.
- x To understand what it means to act ethically and responsibly as an individual in one's career and as a member of society.
- To develop and maintain a healthy lifestyle physically, mentally, and spiritually.
- x To appreciate the ongoing values of learning, self-improvement, and career planning.

### EXPECTED LEARNING OUTCOMES AND RELATED COMPETENCIES:

*[Outcomes related to course specific goals.]*

#### Upon completion of the course, the student will be able to:

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1. Understand the different challenges businesses face when they operate in an international environment.
2. Provide a general history of the international monetary systems, international trading systems and major international organizations like the IMF, World Bank and WTO.
3. Discuss the impact of cultural differences on international business decision making.
4. Analyze concepts such as balance of trade and balance of payments.
5. Appreciate the interaction of business and government as they relate to international commerce.
6. Develop an understanding of the management implications of international business strategy and operations.

7. Understand issues such as globalization, foreign exchange markets, trade and investment theories, international business law and global supply chain management.
8. Compare and contrast different kinds of trade policies in terms of their economic impacts, and select the best policy in terms of maximizing national welfare.
9. Determine the tax savings that a firm can make by reallocating its expenditures and /or its revenues between two countries that have different corporate income tax rates.
10. Analyze the potential economic effects of a change in US trade policy on firms in a certain industry.
11. Analyze the economic impacts of inward and outward foreign direct investment.
12. Analyze the issues of US corporate income tax and transfer pricing regulations.
13. Analyze the economic impacts of preferential trading agreements.
14. Understand the main components of the balance of payments and explain how a change in one of the components can affect the exchange rate.
15. Compare and contrast the major forms of international business activity.

## **COURSE TOPICS AND CONTENT REQUIREMENTS:**

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### Outcome 1

Competency 1.1 – Students will discuss the different challenges businesses face when they operate in an international environment.

Competency 1.2 – Students will explain the concepts of balance of trade and balance of payments.

Competency 1.3 – Students will discuss impact of cultural differences on international business decision making.

### Outcome 2

Competency 2.1 – Students will discuss the history of the international monetary systems, international trading systems and major international organizations like the IMF, World Bank and WTO.

Competency 2.2 – Students will develop an understanding of the management implications of international business strategy and operations.

Competency 2.3 – Students will develop an understanding of issues such as globalization, foreign exchange markets, trade and investment theories, international business law, and global supply chain management.

### Outcome 3

Competency 3.1 – Students will compare and contrast different kinds of trade policies in terms of their economic impacts, and select the best policy in terms of maximizing national welfare.

Competency 3.2 – Students will analyze the tax savings that a firm can make by reallocating its expenditures and /or its revenues between two countries that have different corporate income tax rates.

Competency 3.3 – Students will analyze the potential economic effects of a change in US trade policy on firms in a certain industry.

### Outcome 4

Competency 4.1 – Students will analyze the economic impacts of inward and outward foreign direct investment.

Competency 4.2 – Students will discuss the issues of US corporate income tax and transfer pricing regulations.

Competency 4.3 – Students will analyze the economic impacts of preferential trading agreements.

### Outcome 5

Competency 5.1 — Students will analyze interaction of business and government as they relate to international commerce.

Competency 5.2 – Students will analyze the main components of the balance of payments and explain how a change in one of the components can affect the exchange rate.

Competency 5.3 – Students will compare and contrast the major forms of international business activity.

Outcome 6

Competency 6.1 – Students will analyze the political and legal environments facing a business.

Competency 6.2 – Students will discuss the import and export strategies.

Competency 6.3 – Students will identify the country evaluation and selection strategies.

Outcome 7

Competency 7.1 – Students will discuss direct investment and collaborative strategies.

Competency 7.2 – Students will discuss strategies for marketing a product globally.

Competency 7.3 – Students will discuss the important characteristics of human resource management on a global basis.

Outcome 8

Competency 8.1 – Students will discuss the organizational structure of multinational firms.

Competency 8.2 – Students will analyze the issue of the determination of exchange rates.

Competency 8.3 – Students will discuss the international accounting issues.

**INSTRUCTIONAL METHODS:**

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- Lectures
- Discussion
- Problem Solving
- Case Studies
- Exams
- Videos, DVD and Internet Resources
- Group Projects

**INSTRUCTIONAL MATERIALS:**

- Textbook: *International Business: Environments and Operations* by J, Daniels, L.Radebaugh, D, Sullivan; 14ed. Prentice Hall
- Videos, DVD and Internet Resources
- Powerpoints
- Smart Classroom Equipment

**STUDENT REQUIREMENTS AND METHODS OF EVALUATION:**

- Tests
- Final Exam

Homework  
Participation  
Attendance  
Group Projects  
Written Case Studies  
Oral Presentation

**OTHER REFERENCES**

Business Week  
Forbes  
The Economist  
Time

## Course Competency/Assessment Methods Matrix

Course Prefix, Number and Name	Assessment Options																																
For each competency/outcome place an "X" below the method of assessment to be used.	Assessment of Student Learning	Article Review	Case Studies	Group Projects	Lab Work	Oral Presentations	Pre-Post Tests	Quizzes	Written Exams	Artifact Self Reflection of Growth	Capstone Projects	Comprehensive Written Exit Exam	Course Embedded Questions	Multi-Media Projects	Observation	Writing Samples	Portfolio Evaluation	Real World Projects	Reflective Journals	Applied Application (skills) Test	Oral Exit Interviews	Accreditation Reviews/Reports	Advisory Council Feedback	Employer Surveys	Graduate Surveys	Internship/Practicum /Site Supervisor Evaluation	Licensing Exam	In Class Feedback	Simulation	Interview	Written Report	Assignment	
	Direct/ Indirect	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	I	I	I	I	D	D							
1. Understand the different challenges businesses face when they operate in an international environment.		X	X					X	X																					X	X		
2. Provide a general history of the international monetary systems, international trading systems and major international organizations like the IMF, World Bank and WTO.		X	X					X	X																						X	X	
3. Discuss the impact of cultural differences on international business decision making.		X	X					X	X																						X	X	

4. Analyze concepts such as balance of trade and balance of payments.		X	X																								X	X
5. Appreciate the interaction of business and government as they relate to international commerce.		X	X																							X	X	
6. Develop an understanding of the management implications of international business strategy and operations.		X	X																							X	X	
7. Understand issues such as globalization, foreign exchange markets, trade and investment theories, international business law and global supply chain management.		X	X																							X	X	
8. Compare and contrast different kinds of trade policies in terms of their economic impacts, and select the best policy in terms of maximizing national welfare.		X	X																							X	X	



<p>10. Determine the tax savings that a firm can make by reallocating its expenditures and /or its revenues between two countries that have different corporate income tax rates.</p>		X	X			X	X																			X	X
<p>11. Analyze the economic impacts of inward and outward foreign direct investment.</p>		X	X			X	X																			X	X
<p>12. Analyze the issues of US corporate income tax and transfer pricing regulations.</p>		X	X			X	X																			X	X
<p>13. Analyze the economic impacts of preferential trading agreements</p>		X	X			X	X																			X	X
<p>14. Understand the main components of the balance of payments and explain how a change in one of the components can affect the exchange rate.</p>		X	X			X	X																			X	X
<p>15. Compare and contrast the major forms of international business activity.</p>		X	X																							X	X

