

Common Course Outline for: BUSN 1130 Introduction to International Business

A. Course Description

1. Number of credits: 3
2. Prerequisites: none
3. Co-requisites: none

Catalogue description: This is an introductory course which focuses on conveying the fundamental principles, concepts and vocabulary of globalization and the strategy of organizations. Key topics include: differences in political economy and culture, ethics, the foreign exchange market and international monetary system, trade and investment, and the strategy of international organizations.

B. Date last revised: June, 2018

C. Outline of Major Content Areas

Country differences: economic, political, legal and cultural
The foreign exchange market and global monetary system
Global trade and investment: theory, patterns and home and host country benefits and costs
The strategy of organizations

D. Course Learning Outcomes

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

1. Describe how countries differ economically, politically and legally, and how these differences impact overall country attractiveness.
2. Identify key cultural determinants and their potential impact on organizations.
3. Explain international trade and investment theory.
4. Describe the global monetary system and discuss the impact of currency fluctuation.
5. Describe the various levels of regional economic integration.
6. Analyze how the resulting pressures from the forces identified above impact organization strategy.

E. Methods for Assessing Student Learning

Can include:

Case studies

Simulations

Projects

Testing

Classroom activities

Students should consult their course syllabus for specific grading policies.

F. Special Information: none