

Course Outline for: BUSN 1130 Introduction to International Business**A. Course Description**

1. Number of credits: 3
2. Lecture hours per week: 3
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: None

The world is an interconnected business environment requiring the international manager to have a broad understanding of what is changing in that environment and then develops strategies to react to those changes. The process of globalization and its implication for business firms and managers is significant. Students study the dynamics of the institutions, environments, forces, and problems that are involved when businesses operate in foreign economies. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations, personnel management, and international marketing.

B. Date last reviewed/updated: May 2025**C. Outline of Major Content Areas:**

1. Globalization & Regionalization
2. Cultural differences
3. Organizational structures
4. International strategies
5. Internationalization process
6. Control of foreign operations
7. Foreign Currency
8. International HRM

D. Course Learning Outcomes:

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

1. Explain the reasons companies engage in international business
2. Identify various cultural differences and behavioral factors impacting business relationship between countries
3. Define the forms of foreign involvement in business
4. Analyze different international strategies and organizational structures
5. Discuss the implications of globalization
6. Illustrate how strategic alliances can be used to enter new markets
7. Develop a strategy for a company to enter a new country

E. Methods for Assessing Student Learning:

Methods for assessment may include, but are not limited to, the following:

1. Online Discussions
2. Quizzes
3. Exams
4. Written Exercises
5. Projects
6. Classroom Activities

F. Special Information:

None