

Common Course Outline for:

Hospitality Management (HSMA 2125) Business Management (BUSN 2125)
"Business Practices in the Global Market"

A. Course Description

1. Number of credits: 4
2. Lecture hours per week: 4
Lab hours per week: None
3. Prerequisites: None
4. Co-requisites: None
5. MnTC Goals: None

Provides understanding and application into the complex global business arena. Global markets have created the need for companies to do business in every corner of the world. It is imperative that businesses conduct themselves in a professional, ethical, yet sensitive manner regarding regional customs, traditions, and religious practices. This course examines the need for professional business practices, ethics, protocol, etiquette, and professional and social behavior in all settings of business; national and international.

B. Date last reviewed: May, 2016

C. Outline of Major Content Areas

1. Global business practices pertaining to cultural differences in Asia and the South Pacific, Europe, South and Central America, North America, and Africa.
2. Management practices, traditions, customs, and religious differences that do affect how business is conducted in various parts of the world will be explored. Not understanding regional ways of thinking and acting can create great offense, thus reducing business success. It is critical that Americans learn "the way" of the global client in all parts of the world.
3. Ethical behavior in the global market.
4. Communication skills (written, verbal, and cyber) and precision language (avoidance of slang or offensive terminology).
5. This course will also discuss the finer touches (behavior) of protocol and business etiquette and social graces in formal and informal business gatherings, business professionalism including; dressing for the occasion, body language, and dining etiquette.
6. Instruction methods will include research, role playing, lecture, guest speakers, interviews, and use of various texts.

D. Course Learning Outcomes

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

1. Learn business practices pertaining to cultural differences in Asia, South Pacific, Europe, South and Central America, North America, and Africa.
2. Learn management skills pertaining to differences in culture, traditions, customs, and religion in the global market.
3. Learn ethical behavior standards in the global market.
4. Learn proper communication skills (written, verbal, and cyber) and precision language (avoidance of slang or offensive terminology).
5. Learn behavior skills for professional and social gatherings and social graces including dining etiquette, dressing right for the occasion, and body language.

E. Methods for Assessing Student Learning

- A. Attendance
- B. Performance and professionalism
- C. Exams

F. Special Information: None