COLLEGEWIDE COURSE OUTLINE OF RECORD

BUSN 207, INTRODUCTION TO INTERNATIONAL BUSINESS

COURSE TITLE:  Introduction to International Business
COURSE NUMBER:  BUSN 207
PREREQUISITES:  BUSN 101 Introduction to Business.
SCHOOL:  Business, Logistics, and Supply Chain
PROGRAM:  Business Administration
CREDIT HOURS:  3
CONTACT HOURS:  Lecture:  3
DATE OF LAST REVISION:  Fall, 2013
EFFECTIVE DATE OF THIS REVISION:  Fall, 2019

CATALOG DESCRIPTION:  Provides an overview of the international environment in which business operates today. Demonstrates the global relationships between business activities and how events in one part of the world can influence business decisions and activities in other parts of the world.

MAJOR COURSE LEARNING OBJECTIVES:  Upon successful completion of this course the student will be expected to:

1.  Discuss the basic framework of international trade, including importing, exporting comparative advantage, balance of trade and exchange rates.
2.  Explain the different ways a purely domestic business can become an international operation.
3.  Define multinational enterprise and discuss its impact on the world economy.
4.  Discuss how a company’s decision-making process in different areas of the world may be affected by the cultures, the political systems, and the economic systems of those areas.
5.  Recognize the different trading zones of the world (Pacific Rim, European Community, etc.).
6.  Analyze problems encountered in international business negotiations and communications.

COURSE CONTENT:  Topical areas of study include -

- Global linkages
- Dimensions of culture
- Domestic policy
- Cross-cultural interaction
- Change agents
- Investment environment
- Quotas, tariffs
- Nontariff barriers
- Currency flows
- WTO, GATT, and MFN
- Voluntary restraint
- Antidumping
- Exterritoriality
- Patent Cooperation Treaty
- Sanction, embargo
- Antitrust laws
Exchange controls
Comparative advantage
Opportunity costs
Cross rates
Cartel
IMF
Offshore banking
Free trade area
Maquiladoras
FTAA
European Union
Licensing agreement

International law
Absolute advantage
Import substitution
Economies of scale
Currency transfers
Product differentiation
ERM, EMS, PPP
Common market
Franchising
Balance of payments
Trading bloc

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