

**OHLONE COLLEGE**  
**Ohlone Community College District**  
**OFFICIAL COURSE OUTLINE**

**I. Description of Course:**

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| 1. <b>Department/Course:</b> <u>BA - 136</u>                                                                                                                                                                 | 7. <b>Degree/Applicability:</b><br>Credit, Degree Applicable, Transferable<br>- CSU (T) |
| 2. <b>Title:</b> <u>Introduction to International<br/>Business</u>                                                                                                                                           | 8. <b>General Education:</b>                                                            |
| 3. <b>Cross Reference:</b>                                                                                                                                                                                   | 9. <b>Field Trips:</b> <u>Optional</u>                                                  |
| 4. <b>Units:</b> <u>3</u><br><b>Lec Hrs:</b> <u>3</u><br><b>Lab Hrs:</b><br><b>Tot Hrs:</b> <u>54.00</u>                                                                                                     | 10. <b>Requisites:</b><br><b>None</b>                                                   |
| 5. <b>Repeatability:</b> <u>No</u>                                                                                                                                                                           |                                                                                         |
| 6. <b>Grade Options:</b> Letter Grade, May<br>Petition for Pass/No Pass (GP)                                                                                                                                 |                                                                                         |
| 12. <b>Catalog Description:</b><br>This course presents the latest theories and concepts of international business while highlighting the leading role culture plays in global commerce.                     |                                                                                         |
| 13. <b>Class Schedule Description:</b><br>An introductory course covering all aspects of international business.                                                                                             |                                                                                         |
| 14. <b>Counselor Information:</b><br>Course covers all aspects of international business and is especially suited for business majors, international students and professionals working in global companies. |                                                                                         |

**II. Student Learning Outcomes**

The student will:

1. Explain the forces driving and evaluate the impact of globalization.
2. Analyze the effects of culture, politics, and economic systems in the context of international business.
3. Discuss the reasons for and methods of governments' intervention in trade.
4. Identify and evaluate the significant trade agreements impacting global commerce.
5. Summarize the components of the international financial market.
6. Describe and analyze the functions of the international monetary system.
7. Identify the major components of international business management.

**III. Course Outline:**

- A. Globalization - an examination of the impact of globalization on markets and production, the forces behind its expansion, and an analysis of the arguments in the debate over globalization
- B. Cross-cultural business - a presentation of the main elements of culture and culture's effect on business policies and practices
- C. Politics, law, and business ethics - a description and analysis of different political and legal systems, and a discussion of ethics and social responsibility in international

business

- D. Economic systems and development - a presentation of the world's various economic systems and the issues surrounding economic development
- E. International trade - a detailing of the patterns of international trade and discussion of the theories that explain why nations engage in trade
- F. Business-government trade relations - exploration of the motives and methods of government intervention in trade relations, and an analysis of how the global trading system works to promote free trade
- G. Foreign direct investment - a review of recent patterns of foreign direct investment, the theories explaining why it occurs, and an examination of the role of governments in influencing investment flows
- H. Regional economic integration - an examination of the reasons behind nations' efforts at regional integration and a study of the most prominent current regional trading blocs
- I. International financial markets - a description of the structure of the international capital market and an explanation of how the foreign exchange market operates
- J. International monetary system - a discussion of the factors that influence exchange rates and an explanation of why and how governments and other institutions attempt to manage exchange rates
- K. International strategy and organization - an analysis of specific strategies and organizational structures that companies use in accomplishing their international business objectives
- L. Analyzing international opportunities - an explanation of the process for screening and researching potential markets and sites for international operations
- M. Selecting and managing entry modes - an examination of the issues involved in the selection and management of different entry modes, including pros and cons of each mode
- N. Developing and marketing products - an identification of key elements that influence how companies promote, price, and distribute their products in the international marketplace
- O. Managing international operations - explanation of how companies launch and manage international production efforts and of how environmental variables affect production strategies
- P. Hiring and managing - an examination of the main topics affecting international human resource management including staffing policies, recruitment, training, compensation, labor relations, and culture shock

#### IV. **Course Assignments:**

##### A. Reading Assignments

1. Students will be assigned reading from the text, e.g. the entire chapter on culture and its impact in the global marketplace.
2. Assigned readings from current newspapers on international business topics, e.g. an example of a US business opening an overseas facility.
3. Internet articles highlighting international opportunities; international successes; or diminishing international opportunities or declining markets

##### B. Projects, Activities, and other Assignments

1. Develop a presentation identifying appropriate business meeting etiquette, focusing on a country of the student's choice.

##### C. Writing Assignments

1. Minimum of two analytical essays on topics determined by instructor, e.g. trade opportunities with China in current economic situation
2. Minimum of two short-response papers on in-class videos or reading assignments, e.g. promotional strategies appropriate for the foreign markets.

**V. Methods of Evaluation/Assessment:**

- A. Minimum of two midterms and a final exam, exams to be primarily objective, using multiple-choice and/or true-false questions, but may include short answer essays when appropriate. Short answer essay, e.g. cite one mode of entry into the international marketplace and list the advantages and disadvantages of that mode.
- B. Oral presentation on business meeting etiquette for specific country.
- C. In addition, instructor may require quizzes, short-answer essays, or class participation as part of assessment tools.

**VI. Methods of Instruction:**

- A. Lecture
- B. Discussion
- C. Demonstration
- D. Audiovisual
- E. Computer Assisted Instruction
- F. Collaborative Learning

**VII. Textbooks:**

Recommended

1. Wild, Wild and Han *International Business* Fourth Edition, Pearson Prentice Hall, 2008  
ISBN: 139780131747432

Supplemental

**VIII. Supplies:**