

Virginia Western Community College
BUS 280
Introduction to International Business

Prerequisites

BUS 100

Course Description

Present a broad introduction to a wide range of topics such as globalization and global trends; social/cultural, economic, political, and legal aspects; global trade and investments; the global monetary system; ethics and social responsibility; and strategies for international business.

Semester Credits: 3 Lecture Hours: 3 Lab/Clinical/Internship Hours: 0

Required Materials

Textbook:

International Business; 14th edition; Hill

The following supplementary materials are available:

Mymanagementlab access code

Other Required Materials:

No additional material required

Course Outcomes

At the completion of this course, the student should be able to:

- Have a broad introduction to the functioning of business enterprise within a global economic framework.
- Limited exposure to topics dealing with:
 - Globalization
 - National economic systems
 - Ethical and social responsibilities
 - Sociocultural diversity
 - Trade agreements
 - Foreign Direct Investment (FDI)
 - Global Business Strategies
- Develop a business vocabulary specific to global business.

Course Objectives

Critical Thinking	Use information, ideas, and arguments from relevant perspectives to make sense of complex issues and solve problems. Degree graduates will create, evaluate, interpret, and combine information to reach well-reasoned conclusions or solutions.
Written Communication	Develop, convey, and exchange ideas in writing, as appropriate to a given context and audience. Degree graduates will express themselves effectively in a variety of written forms.

Major Topics to be Included

The Global Marketplace	<ul style="list-style-type: none"> Identify and discuss the forces driving Globalization and the global marketplace.
Global Cultural Environment	<ul style="list-style-type: none"> Recognize and effectively discuss important cultural, social, and geo-political issues and trends as they relate to the global marketplace. Describe national differences in economic systems. Recognize how cultural diversity and sensitivity must be integral components of a successful international business strategy.
Ethics and Social Responsibility	<ul style="list-style-type: none"> Recognize issues of Ethics and Social Responsibility as they relate to the specific field of international business and the global marketplace.
Global Trade and Investment Environment	<ul style="list-style-type: none"> Describe classic and modern international trade theories. Explain the role of governmental and non-governmental bodies including United Nations (UN), World Trade Organization (WTO), General Agreement on Tariffs and Trade (GATT), and The Organization of Economic Co-operation and Development (OECD). Explain the purpose and role of Free Trade Agreements. Recognize the importance of foreign direct investment (FDI) and the role of governments in restricting or encouraging FDI.

Global Monetary System	<ul style="list-style-type: none"> Describe the International Monetary System, Foreign Exchange Markets and the Global Capital Market. Identify international financial institutions and their scope and purpose. Explain the role of the World Bank and International Monetary Fund (IMF)
Strategy and Structure of International Business	<ul style="list-style-type: none"> Identify common models of global business strategies. Evaluate specific countries and regions as possible markets in a global business strategy. Analyze international business strategies of major global companies.
International Business Functions	<ul style="list-style-type: none"> Explain the dynamics and complexities of the global supply chain as they relate to the global economy and business strategies. Recognize how international business principles integrate in all functional areas of business such as marketing, operations, finance, and human resources.
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Notes to Instructors

1. All instructors teaching this course will use the same text book.
2. Course Content within this course may be covered at the instructor's discretion but with all topics being understood.
3. A unified comprehensive final exam prepared with the approval of the Program head will be given during exam week with not extra credit points being added to the test.
4. At the end of the semester, all instructors will give the outcome assessment as it relates to the final exam to the program head at the same time they prepare their student final grades.

[ADA Statement](#) (PDF)

[Title IX Statement](#) (PDF)