



MASTER COURSE OUTLINE

A. BUSA 2065 Introduction to International Business

B. COURSE DESCRIPTION:

This course is an overview of international business and the environmental forces that impact international business. Topics covered include economic, cultural, legal and political environments in global business and international business functions including management, marketing, finance, and exporting and importing. The course also discusses professional business practices, ethics, cultural behavior, etiquette and social responsibility.

(3 Cr – 3 lect, 0 lab)

C. *Core Theme: Critical Thinking, Global Perspective

D. RIVERLAND INSTITUTIONAL LEARNING OUTCOMES:

This course addresses the following Riverland Institutional Learning Outcome(s):

- ☒ ILO 1: critical thinking (*Core Theme Goal 2*)
- ☒ ILO 2: awareness of the larger global community (*Core Theme Goal 7 or 8*)
- ☐ ILO 3: ethical, engaged citizenship (*Core Theme Goal 9 or Goal 10*)
- ☐ ILO 4: communication and collaboration (*Discipline Goal 1 and by any learning outcome(s) involving communication or collaboration*)

E. MAJOR CONTENT AREAS:

- Globalization
- National Business Environments
 - Formal institutions: politics, laws, and economics
 - Informal institutions: cultures, business ethics, and norms
 - Economics and emerging markets
- Cross-Border Trade and Investment
 - International trade theory
 - Business-government trade relations
 - Foreign direct investment
 - Regional economic integration
- Global Money Systems
 - International financial markets
 - International monetary system
- Competing in a Global Marketplace
 - International strategy and organization

- Analyzing international opportunities
- Selecting and entering foreign markets
- Developing and marketing products in a global market
- Managing international operations
- Hiring and managing employees in a global market

F. GOAL TYPES, OBJECTIVES, AND OUTCOMES:

GOAL	OBJECTIVES Students will be able to	OUTCOMES The student will successfully
<u>*Critical Thinking</u>	gather factual information and apply it to a given problem in a manner that is relevant, clear, comprehensive and conscious of possible bias in the information selected.	1. analyze, evaluate, and present justifiable recommendations for business scenarios regarding international business proposal.
<u>*Global Perspective</u>	describe and analyze political, economic, and cultural elements which influence relations of states and societies in their historical and contemporary dimensions.	1. compare and contrast the impact of different cultures, economies, and political governments on business.
<u>*Global Perspective</u>	analyze specific international problems, illustrating the cultural, economic, and political differences that affect their solution.	1. compare and contrast the differences between cultures, economies, and political governments and their impact on business.
CS	evaluate the role of globalization and analyze how it impacts business at all levels including the local, state, national, and international levels.	1. discuss the role of globalization and analyze its impact on business.
CS	analyze the interrelatedness of the social, cultural, political, legal, and economic factors that shape and impact the international business environment.	1. compare and contrast the relationships of external systems on international business operations.
CS	identify forms of business ownership and entrepreneurial opportunities available in international business.	1. compare and contrast the different options for international business ownership and entrepreneurial opportunities.
CS	identify balance of trade concepts and the import/export process.	1. discuss and interpret the connections between the balance of trade and the import/export process.
CS	analyze the special challenges operations and human resource management in international business.	1. identify and explain the challenges faced by human resources when operating in the global business environment.
CS	apply marketing concepts to international business situations.	1. analyze and evaluate organizational marketing programs through real world situations.
CS	examine the concepts, role, and importance of international finance and risk management.	1. evaluate the different methods used in the business world to obtain, manage, and mitigate risk in the area of business finances.

G. SPECIAL INFORMATION:

ACCESSIBILITY INFORMATION: Students who have a disability and need accommodations should contact Accessibility Services at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

TECHNICAL SKILLS REQUIREMENT: Ability to use current application software; create and format documents; download, save and upload assignment files; manage assignment files; send and receive e-mail from College e-mail account; conduct Internet research, and use of a course management software program.

H. COURSE CODING INFORMATION:

Course Code A/Class Maximum 48; Letter Grade

Revision date: 10/28/15; 09/01/16; 03/05/24

AASC Approval date: 09/20/16; 03/19/24

*These five MnTC Goals have been identified as Riverland Community College Core Themes. Every course in the Riverland Community College curriculum shall meet outcomes from one of these themes.

**These five MnTC Goals have been identified as Riverland Community College Disciplines. Riverland's MnTC courses also shall meet outcomes from a Discipline Area.

NOTE: The Minnesota Transfer Curriculum "10 Goal Areas of Emphasis" are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.

*Riverland Community College Core Themes	MnTC Goal Number
Critical Thinking (CT)	2
Human Diversity (HD)	7
Global Perspective (GP)	8
Ethical and Civic Responsibility (EC)	9
People and the Environment (PE)	10

**Riverland Community College Discipline Areas	MnTC Goal Number
Communication (CM)	1
Natural Sciences (NS)	3
Mathematics/Logical Reasoning (MA)	4
History and the Social & Behavioral Sciences (SS)	5
Humanities and Fine Arts (HU)	6