1. **COURSE ID:** BUS. 125  
   **TITLE:** International Business  
   **Units:** 3.0 units  
   **Hours/Semester:** 48.0-54.0 Lecture hours  
   **Method of Grading:** Letter Grade Only  
   **Recommended Preparation:**  
   Eligibility for ENGL 838 or ENGL 848.

2. **COURSE DESIGNATION:**  
   **Degree Credit**  
   **Transfer credit:** CSU  
   **AA/AS Degree Requirements:**  
   CSM - GENERAL EDUCATION REQUIREMENTS: E5b. Social Science  
   **CSU GE:**  
   CSU GE Area D: SOCIAL SCIENCES: DSI - Social Institutions

3. **COURSE DESCRIPTIONS:**  
   **Catalog Description:**  
   We live in an integrated and interdependent world economy. This course introduces students to the  
   dynamic field of international business from the theoretical and practical perspectives, and is designed to  
   give students the competitive advantage in a global marketplace in several key areas: country differences;  
   the global trade and investment environment; the global monetary system; strategy and structure of  
   international business; and international business operations.

4. **STUDENT LEARNING OUTCOME(S) (SLO’S):**  
   Upon successful completion of this course, a student will meet the following outcomes:  
   1. Discuss basic globalization and its impact on the American economy.  
   2. Demonstrate greater insight and understanding of cultural differences and their effect on business etiquette.  
   3. Describe modern inter-modal global transportation networks.  
   4. Describe international institutions and organizations.  
   5. Explain different global market entry strategies.  
   6. Describe how to adapt marketing to the global marketplace.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
   Upon successful completion of this course, a student will be able to:  
   1. Discuss basic globalization and its impact on the American economy.  
   2. Demonstrate greater insight and understanding of cultural differences and their effect on business etiquette.  
   3. Describe modern inter-modal global transportation networks.  
   4. Describe international institutions and organizations.  
   5. Explain different global market entry strategies.  
   6. Describe how to adapt marketing to the global marketplace.

6. **COURSE CONTENT:**  
   **Lecture Content:**  
   1. **Introduction and Overview:**  
      Globalization  
      Drivers of Globalization  
      Changing Demographics of the Global Economy.  
   2. **Country Differences:**  
      National Differences in Political Economy  
      Differences in Culture  
      Ethics in International Business  
   3. **Global Trade and Investment Environment:**  
      International Trade Theory  
      Political Economy of International Trade  
      Foreign Direct Investment
Regional Economic Integration

4. The Global Monetary System:
   Foreign Exchange Market
   International Monetary System
   Global Capital Market

5. The Strategy and Structure of International Business:
   Strategy of International Business
   Organization of International Business
   Entry Strategy and Strategic Alliances

6. International Business Operations:
   Exporting, Importing, and Countertrade
   Global Production, Outsourcing, and Logistics
   Global Marketing and R & D
   Global Human Resource Management
   Accounting in the International Business
   Financial Management in the International Business

7. REPRESENTATIVE METHODS OF INSTRUCTION:
   Typical methods of instruction may include:
   A. Lecture
   B. Discussion
   C. Guest Speakers
   D. Other (Specify): Case studies, group projects, oral presentations, role-playing, writing projects

8. REPRESENTATIVE ASSIGNMENTS
   Representative assignments in this course may include, but are not limited to the following:
   **Writing Assignments:**
   Current events tracking journals, essays, term papers
   **Reading Assignments:**
   Case studies, assigned textbook chapters, business journals
   **Other Outside Assignments:**
   Internet-related assignments.
   Newspapers and magazine articles, such as Newsweek, Business Week, The Asian Wall Street Journal, and The Economist.

9. REPRESENTATIVE METHODS OF EVALUATION
   Representative methods of evaluation may include:
   A. Class Participation
   B. Class Work
   C. Exams/Tests
   D. Group Projects
   E. Homework
   F. Oral Presentation
   G. Research Projects
   H. Written examination
   I. Current events tracking journal; Country business study; Essays

10. REPRESENTATIVE TEXT(S):
    Possible textbooks include:
    Possible periodicals include:

*Origination Date:* January 2014
*Curriculum Committee Approval Date:* October 2014