1. **COURSE ID:** BUS. 125  
   **TITLE:** International Business  
   **Units:** 3.0 units  
   **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework 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:**  
   International Business introduces students to the integrated and interdependent global environment within which businesses operate. Using theoretical and practical perspectives, this course focuses on several aspects of the global marketplace: country differences; global trade and investment environment; global monetary systems; 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. Describe globalization and its impact on business.  
   2. Demonstrate an understanding of modern inter-modal global transportation networks.  
   3. Know international institutions and organizations.  
   4. Describe different global market entry strategies.  
   5. Demonstrate an understanding of 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. Describe globalization and its impact on business.  
   2. Demonstrate an understanding of modern inter-modal global transportation networks.  
   3. Know international institutions and organizations.  
   4. Describe different global market entry strategies.  
   5. Demonstrate an understanding of 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  
Enter 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. Guest Speakers  
C. 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. Homework  
E. Oral Presentation  
F. Papers  
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: August 2016  
Curriculum Committee Approval Date: October 2016  
Effective Term: Fall 2017  
Course Originator: Anne Figone