

College of San Mateo
Official Course Outline

1. **COURSE ID:** BUS. 125 **TITLE:** International Business
Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; 96.0-108.0 Homework hours; 144.0-162.0 Total Student Learning hours
Method of Grading: Letter Grade Only
Recommended Preparation:
Eligibility for ENGL 100, or Eligibility for ENGL 105

2. **COURSE DESIGNATION:**
Degree Credit
Transfer credit: CSU; UC
AA/AS Degree Requirements:
CSM - GENERAL EDUCATION REQUIREMENTS: E5b. Social Science
CSU GE:
CSU GE Area D: SOCIAL SCIENCES: DSI - Social Institutions
IGETC:
IGETC Area 4: SOCIAL AND BEHAVIORAL SCIENCES: Social and Behavioral Sciences

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: national 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. Analyze a country's cultural, political, legal and economic conditions and their impact on businesses and consumers.
 2. Describe the global monetary system, international trade, foreign investment, and the role of treaties and trade associations.
 3. Evaluate a global business scenario and determine best form of entries and marketing strategies.

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
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. 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:

- A. Gaspar, J., Arreola-Rissa, A.. *Introduction to Global Business*, 3rd ed. Boston, MA: Cengage, 2023

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Course Originator: Lale Yurtseven