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; and 96.0-108.0 Homework 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:

    Origination Date: November 2021
    Curriculum Committee Approval Date: November 2021
    Effective Term: Fall 2022
    Course Originator: Lale Yurtseven