COMMON COURSE OUTLINE: Course discipline/number/title: BUS 2150: Introduction to International Business

A. CATALOG DESCRIPTION
   1. Credits: 3
   2. Hours/Week: 3
   3. Prerequisites (Course discipline/number): None
   4. MnTC Goals (if any): NA

   This is an introductory course in which we will cover the major areas of international business, including the need for professional business practices, cultural behavior, social responsibility of international trade, and the importance of understanding varying economic, social, political, cultural, and legal frameworks. In addition, the course will address international trade and investment, the global monetary systems, and how/why the world's countries differ. BUS 1101 (Introduction to Business) is recommended for this course.

B. DATE LAST REVISED (Month, year): January, 2014

C. OUTLINE OF MAJOR CONTENT AREAS:
   1. Globalization and the Changing Demographics of the Global Economy
   2. Political/Economic/Legal Systems
   3. Conducting Business in Different Cultures
   4. Ethics in International Business
   5. International Trade
   6. Political Economy of International Trade
   7. Foreign Direct Investment
   8. Global Monetary System
   9. Exporting/Importing

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
   1. Apply the main drivers of globalization as well as recognize the changing nature of the global economy.
   2. Evaluate varying institutions to understand how they (e.g., political, economic, legal) impact global business.
   3. Distinguish and identify cultural differences (e.g., unspoken language, education levels, morals, values, and religious effects among various countries) and analyze how these differences influence international business.
   4. Analyze ethical issues, differences and norms in the international business community.
   5. Explain major world trade agreements, both current and pending.
   6. Differentiate among strategies of protectionism (e.g., import quotas, embargoes, tariffs, subsidies, exchange controls, and antidumping laws).
   7. Evaluate the varying means for foreign direct investment including the internationalization process.
   8. Summarize global monetary systems, exchange rates, and impacts of the World Bank and International Monetary Fund.
   9. Recognize foreign market opportunities, problems, and pitfalls (e.g., exporting/importing).
   10. Identify core competencies of global/cultural Human Resource Management including strategies for staffing, compensation and labor relations.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
   Evaluation may include any or all of the following:
   1. Exams and quizzes
   2. Assignments, projects, and/or case analysis
   3. PowerPoint presentations

G. RCTC CORE OUTCOME(S) ADDRESSED:
   ☑ Communication
   ☑ Critical Thinking
   ☑ Global Awareness/Diversity
   ☑ Civic Responsibility
   ☑ Personal/Professional Accountability
   ☑ Aesthetic Response
H. SPECIAL INFORMATION (if any): None