

Course discipline/number/title: BUS 2150: Global Business

A. CATALOG DESCRIPTION

1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. Other requirements: BUS 1101 is recommended for this course.
5. MnTC Goals (if any): NA

B. COURSE DESCRIPTION: This is an introductory course in which the major areas of international business is covered, 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 and why the world's countries differ.

C. DATE LAST REVISED (Month, year): February, 2024

D. OUTLINE OF MAJOR CONTENT AREAS:

1. Globalization and Changing Demographics of the Global Economy
2. Political, Economic and Legal Systems
3. Business in Diverse Cultures
4. Ethics in International Business
5. International Trade
6. Political Economy of International Trade
7. Foreign Direct Investment
8. Global Monetary System
9. Global Human Resource Management
10. Emerging Technologies in the Global Landscape

E. LEARNING OUTCOMES (GENERAL): The student will be able to:

1. Apply the main drivers of globalization.
2. Recognize the changing nature of the global economy.
3. Evaluate varying institutions to understand how they (e.g., political, economic, legal) impact global business.
4. Analyze how cultural differences influence international business including collaboration with digital teams.
5. Evaluate how digital communication platforms and virtual work environments can bridge cultural gaps and facilitate understanding in global business.
6. Analyze ethical issues, differences and norms in the international business community.
7. Apply the intricacies of major global trade agreements, both in force and under negotiation.
8. Identify and navigate potential opportunities, challenges, and complications in foreign markets, with a keen focus on the dynamics of exporting and importing.
9. Differentiate among strategies of protectionism (e.g., import quotas, embargoes, tariffs, subsidies, exchange controls, and antidumping laws).
10. Evaluate the varying means for foreign direct investment including the internationalization process.
11. Summarize global monetary systems, exchange rates, and impacts of the World Bank International Monetary Fund.
12. Identify core competencies of global and cultural Human Resource Management including strategies for staffing, compensation and labor relations.
13. Explain the impact of technology's positive and negative disruptive effect upon established business paradigms.
14. Assess how generative AI is redefining the landscape of innovation, altering competitive dynamics, and raising ethical considerations within the global marketplace.

F. LEARNING OUTCOMES (MNTC): NA



- G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:
 - 1. Assignments and Projects
 - 2. Exams and Quizzes

- H. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcomes(s):
Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.

- I. SPECIAL INFORMATION (if any): None