

# International Business: Course Syllabus

## **International Business: Global Commerce in the 21st Century**

### **COURSE DESCRIPTION:**

From geography to culture Global Business is an exciting topic in the business community today. This course is designed to help students develop the appreciation, knowledge, skills, and abilities needed to live and work in a global marketplace. It takes a global view on business, investigating why and how companies go international and are more interconnected.

The course further provides students a conceptual tool by which to understand how economic, social, cultural, political and legal factors influence both domestic and cross-border business. Business structures, global entrepreneurship, business management, marketing, and the challenges of managing international organizations will all be explored in this course. Students will cultivate a mindfulness of how history, geography, language, cultural studies, research skills, and continuing education are important in both business activities and the 21st century.

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### ***Unit 1: Introduction to Global Commerce***

#### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Distinguish between domestic business and global business.**
- \* **Discuss global business dependency and importance.**
- \* **Describe basic global business activities.**
- \* **Identify various methods for getting involved in global business.**
- \* **Explain the components of the international business environment.**
- \* **Identify various measures of economic progress and development and describe the position of the United States in global trade.**

**ASSIGNMENTS:**

<b>Introduction to Global Commerce: Unit Text Questions</b>	<b><i>Homework</i></b>	10 points
<b>Introduction to Global Commerce: Online International Business Lab Questions</b>	<b><i>Homework</i></b>	10 points
<b>Unit 1 Discussion Assignment 1</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 1 Discussion Assignment 2</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 1 Quiz: Introduction to Global Commerce</b>	<b><i>Quiz</i></b>	15 points

***Unit 2: International Finance*****Objectives:**

Upon completion of this unit, you will be able to:

- \* **Describe some of the monetary systems around the world.**
- \* **Discuss the exchange rate system between nations.**
- \* **Describe the common European currency.**
- \* **Calculate foreign exchange rates.**
- \* **Understand and discuss global banking strategies.**

**ASSIGNMENTS:**

<b>International Finance: Unit Text Questions</b>	<b><i>Homework</i></b>	10 points
<b>International Finance: Online International Business Lab Questions</b>	<b><i>Homework</i></b>	10 points
<b>Unit 2 Discussion Assignment 1</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 2 Discussion Assignment 2</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 2 Quiz: International Finance</b>	<b><i>Quiz</i></b>	15 points

### ***Unit 3: Regional Integration***

#### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Describe laws and trade barriers that can discourage global business.**
- \* **Explain how political risks can disrupt global business activities.**
- \* **Explain government actions that can encourage global business activities.**
- \* **Identify the different levels of economic integration.**
- \* **Discuss the various arguments for and against economic integration.**
- \* **Understand the organization of the European community and its regional economic integration agreement.**

#### **ASSIGNMENTS:**

<b>Regional Integration: Unit Text Questions</b>	<b><i>Homework</i></b>	10 points
<b>Regional Integration: Online International Business Lab Questions</b>	<b><i>Homework</i></b>	10 points
<b>Unit 3 Discussion Assignment 1</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 3 Discussion Assignment 2</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 3 Quiz: Regional Integration</b>	<b><i>Quiz</i></b>	15 points

#### ***Unit 4: Trade Relations***

##### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Discuss the importance of trade relations.**
- \* **Discuss the main types of trade agreements.**
- \* **Describe the goals and function of the General Agreement on Tariffs and Trade (GATT) and the North American Free Trade Agreement (NAFTA).**
- \* **Understand the nature of competition.**
- \* **Describe the relationship between forensic science and the criminal justice system.**

##### **ASSIGNMENTS:**

<b>Trade Relations: Unit Text Questions</b>	<b><i>Homework</i></b>	10 points
<b>Trade Relations: Online International Business Lab Questions</b>	<b><i>Homework</i></b>	10 points
<b>Unit 4 Discussion Assignment 1</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 4 Discussion Assignment 2</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 4 Quiz: Trade Relations</b>	<b><i>Quiz</i></b>	15 points

### ***International Business Midterm Exam***

#### **Objectives:**

Upon completion of this unit, you will be able to:

- \* Review information acquired and mastered from this course up to this point.**
- \* Take a course exam based on material from the first four units in this course**  
**(Note: You will be able to open this exam only one time.)**

#### **ASSIGNMENT:**

<b>International Business Midterm Exam</b>	<b><i>Exam</i></b>	<b>50 points</b>
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**Midterm Discussion Assignment*****Discussion***

5 points

***Unit 5: International Legal Agreements*****Objectives:**

Upon completion of this unit, you will be able to:

- \* **Describe the legal systems upon which international law is based.**
- \* **Explain product liability.**
- \* **Understand laws and international trade agreements that protect property rights.**
- \* **Describe when an agreement has all the components of a contract.**
- \* **Understand and discuss the litigation process.**

**ASSIGNMENTS:****International Legal Agreements: Unit Text Questions*****Homework***

10 points

**International Legal Agreements: Online International Business Lab Questions*****Homework***

10 points

**Unit 5 Discussion Assignment 1*****Discussion***

5 points

**Unit 5 Discussion Assignment 2*****Discussion***

5 points

**Unit 5 Quiz: International Legal Agreements*****Quiz***

15 points

## ***Unit 6: Cultural Influences***

### **Objectives:**

Upon completion of this unit, you will be able to:

- \* **Discuss influences of culture on global business activities.**
- \* **Explain the role of sub-cultures.**
- \* **Understand the role of societal influences on culture.**
- \* **Describe how communication affects global business success.**
- \* **Describe various reactions to cultural differences.**

### **ASSIGNMENTS:**

<b>Cultural Influences: Unit Text Questions</b>	<b><i>Homework</i></b>	10 points
<b>Cultural Influences: Online International Business Lab Questions</b>	<b><i>Homework</i></b>	10 points
<b>Unit 6 Discussion Assignment 1</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 6 Discussion Assignment 2</b>	<b><i>Discussion</i></b>	5 points
<b>Unit 6 Quiz: Cultural Influences</b>	<b><i>Quiz</i></b>	15 points

## ***Unit 7: Global Organizations***

### **Objectives:**

Upon completion of this unit, you will be able to:

- \* Describe the advantages and disadvantages of sole proprietorship, partnerships, and corporations.
- \* Explain the other forms of business ownership.
- \* Describe the activities, characteristics, and concerns of multinational companies.
- \* Identify low-risk methods for getting involved in global business.
- \* Identify high-risk methods for getting involved in global business.

#### ASSIGNMENTS:

Global Organizations: Unit Text Questions	<i>Homework</i>	10 points
Global Organizations: Online International Business Lab Questions	<i>Homework</i>	10 points
Unit 7 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 7 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 7 Quiz: Global Organizations	<i>Quiz</i>	15 points

#### ***Unit 8: Global Logistics & Transportation***

##### **Objectives:**

Upon completion of this unit, you will be able to:

- \* Learn about the elements of the marketing mix.
- \* Discuss the steps in the new product development process and the marketing research process.
- \* Identify the factors that must be considered by businesses when setting prices.

- \* Describe the indirect and direct channels of distribution.
- \* Describe the elements of the promotional mix.

#### ASSIGNMENTS:

Global Logistics & Transportation: Unit Text Questions	<i>Homework</i>	10 points
Global Logistics & Transportation: Online International Business Lab Questions	<i>Homework</i>	10 points
Unit 8 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 8 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 8 Quiz: Global Logistics & Transportation	<i>Quiz</i>	15 points

#### *International Business Final Exam*

##### Objectives:

Upon completion of this unit, you will be able to:

- \* Review information acquired and mastered from this course up to this point.
- \* Take a course exam based on material from units five to eight in this course – the last four units. (Note: You will be able to open this exam only one time.)

#### ASSIGNMENT:

International Business Final Exam	<i>Exam</i>	50 points
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**Class Reflection Discussion  
Assignment**

***Discussion***

10 points