

CUMBERLAND COUNTY COLLEGE

Course: BU 249 Introduction to International Business

Credits: 3

Prerequisites: RD 100, EN 060

Description

This course is designed to familiarize the student with the environmental forces, economics, currency differences, and cultural aspects of international business.

Learning Outcomes

At the completion of this course, students should be able to:

- Prepare and present an effective international business analysis
- Analyze the steps in modifying a local business to an international business
- Illustrate the difference between US culture and another foreign culture
- Examine the strategies and functions of international management in the areas of managing political risk, negotiations, planning, organizing internal operations, decision making and controlling.

Topical Outline

- The Rapid Change of International Business
- International Trade and Foreign Direct Investment
- Theories of International Trade and Investment
- International Institutions from an International Business Perspective
- Sociocultural Forces
- Natural Resources and Environmental Sustainability
- Economic and Socioeconomic Forces
- Political Forces
- Understanding the International Monetary System and Financial Forces
- Labor Forces
- International Competitive Strategy
- Entry Modes
- Export and Import Practices

Text: Ball, D. (2013). *International Business* (13th ed.) {CCC Custom Text}. McGraw Hill.

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper

documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense.

As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) **BEFORE** withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.