

Master Syllabus

MAN 1110 - International Business

Division: Business and Public Services

Department: Management

Credit Hour Total: 3.0

Lecture Hrs: 3.0

Date Revised: October 2013

Course Description:

Global dimensions of business, overview of theories and institutions of trade, investment and management, emphasizing the managerial perspective on issues arising from international business and global operations.

General Education Outcomes:

- ▣ Oral Communication Competency
- ▣ Written Communication Competency
- ▣ Critical Thinking/Problem Solving Competency
- ▣ Values/Citizenship/Community Competency
- ▣ Computer Literacy Competency
- ▣ Information Literacy Competency

Course Outcomes:

International and Domestic Business Practices

Perform a Strengths, Opportunities, Weaknesses, Threats (SWOT) and Business Strategy analysis in relationship to international and domestic business practice.

Assessment Method: Locally developed exams

Performance Criteria: Student will achieve 70% or higher on locally developed exams.

Assessment Method: Simulations

Performance Criteria: Student will achieve 70% or higher on simulations and discussions based upon a departmental rubric.

Internationalization

Apply the concept of internationalization and culture differences.

Assessment Method: Locally developed exams

Performance Criteria: Student will achieve 70% or higher on locally developed exams.

Assessment Method: Simulations

Performance Criteria: Student will achieve 70% or higher on departmental rubric.

Trade Patterns

Identify and apply basic trade patterns and underlying assumptions of trade theories.

Assessment Method: Locally developed exams

Performance Criteria: Student will achieve 70% or higher on locally developed exams.

Assessment Method: Simulations

Performance Criteria: Student will achieve 70% or higher on simulations and discussions based upon a departmental rubric.

Dimensions of Global Production

Identify and describe the impact of global production and sourcing.

Assessment Method: Locally developed exams

Performance Criteria: Student will achieve 70% or higher on locally developed exams.

Assessment Method: Simulations

Performance Criteria: Student will achieve 70% or higher on simulations and discussions based upon a departmental rubric.

Import and Export Strategies

Differentiate the key elements of import and export strategies and discuss the potential and actual effects of intervention on the free flow of trade.

Assessment Method: Locally developed exams

Performance Criteria: Student will achieve 70% or higher on locally developed exams.

Assessment Method: Simulations

Performance Criteria: Student will achieve 70% or higher on simulations and discussions based upon a departmental rubric.

Outline:

Fundamentals of international business
International trade theory
Cultural aspects of international business
Government influence on trade
Marketing, strategy and branding issues
Export/import considerations
Foreign direct investment
International marketing and strategy considerations

