

## 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

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

### 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

