

# **INT 110 International Business**

## **COURSE DESCRIPTION:**

Prerequisites: ENG 090 and RED 090 or DRE 098; or satisfactory score on placement test

Corequisites: None

Course description. This course provides an overview of the environment, concepts, and basic differences involved in international business. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations, personnel management, and international marketing. Upon completion, students should be able to describe the foundation on international business. Course Hours Per Week: Class, 3; Semester Hours Credit: 3.

## **LEARNING OUTCOMES:**

Upon completing requirements for this course, the student will be able to:

1. Describe the foundation of international business.
2. Describe international organizations and multinational corporations.
3. Define forms of foreign involvement.
4. Discuss international trade theory.

## **OUTLINE OF INSTRUCTION:**

- I. The Nature of Global Business
  - A. What Is Global Business?
  - B. Global Linkages Today
  - C. Current US International Trade Position
- II. Culture and Global Business
  - A. Culture Defined
  - B. The Elements of Culture
  - C. The Training Challenge
- III. Global Trade and Investment Theory
  - A. The development and demise of mercantilism
  - B. Classical Trade Theory
  - C. Factor Proportion Theory
  - D. International Investment and Product Cycle Theory
  - E. The New Trade Theory
  - F. The Theory of International Investment
- IV. Global Financial Markets, Foreign Exchange and the International Monetary System
  - A. The Purpose of Exchange Rates
  - B. The Foreign Exchange Market
  - C. Fixed and Floating Foreign Exchange Rates
  - D. Significant Monetary Events

- E. Exchange Rates, Interest Rates and Economic Policy
- V. Economic Integration and Emerging Markets
  - A. The levels of economic integration
  - B. Arguments about economic integration
  - C. The European Union
  - D. The North American Free Trade Agreement
  - E. Other Alliances
  - F. Cartels
- VI. Government Trade Policies
  - A. Rationale and Goals of Trade and Investment Policies
  - B. Global Developments since WWII
  - C. Three Major Changes in Global Environmental Policy
  - D. Policy Responses to Changing Conditions
- VII. Legal and Political Environment
  - A. Private International Law
  - B. Public International Law
  - C. Risk to Global Business
  - D. Doctrine of Sovereign Immunity
  - E. Doctrine of Eminent Domain
  - F. Accounting and tax differences
  - G. Labor law differences
- VIII. Organization, Management and Control
  - A. Basic organizational approaches
  - B. Factors affecting organizational structure
  - C. The multinational corporation (MNC)
  - D. Foreign Direct Investment (FDI)
  - E. Human Resource policies
  - F. Control of the organization
- IX. Global Business Entry
  - A. The Role of Management
  - B. Methods of entering Global Markets
  - C. International Intermediaries and Facilitators
- X. International Finance
  - A. Financing Exports and Imports
  - B. International Capital and Cash Management
  - C. Capital Structure: International Dimensions
  - D. International Capital Market

## E. International Banking and Security Markets

- XI. Strategic Planning and Business Research
  - A. The Strategic Process
  - B. The Need for Global Research
  - C. Conducting Research
  - D. Market Selection
  
- XII. Marketing Mix for Products and Services
  - A. Marketing Management
  - B. Products and Services
  - C. Pricing Policies
  - D. Place (Distribution) Policy
  - E. Role of Services in the US and World Economies

**REQUIRED TEXTBOOK AND MATERIAL**

The textbook is REVEL INTERNATIONAL BUSINESS, The Challenge of Globalization, Wild, 10<sup>th</sup> Edition with access code.

