Course Syllabus

Department: Business

Date: 12/3/2012

I. Course Prefix and Number: BUS 235

   Course Name: International Business

   Credit Hours and Contact Hours: 3 credits hours and 3 contact hours

This course is designed to provide an introduction to international business. The student will learn about the role and importance of international business and the importance of global linkages. Students will recognize that today’s market is a global one – everyone is affected by international business. Specific topics will include: globalization. Country differences, geography, cross-border trade and investment, the global money system, and competition in a global marketplace. Business foreign language tapes will be used, covering common business phrases. A group project will be required.

Prerequisite: BUS 120; ECO 100 or ECO 210.

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

BUS 235 is an elective and can be taken as a Business elective in any program allowing a Business elective. It is not a required course for any program.

II. Course Student Learning Outcomes:

Upon completion of this course, the student will be able to:

1. identify the aspects of the global economy and trade

2. identify the many international organizations that oversee and support global trade and finance – including the World Bank, the International Monetary Fund, the World Trade Organization.

3. describe how technology is contributing to the development of the global economy

4. evaluate how businesses manage the operating and financial risks of international business, and actually conduct trade across borders

5. recognize the legal (domestic and foreign) environment in which global trade and finance takes place
6. describe the many political and social issues that are associated with global business

College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

- writing
- oral communications
- reading
- mathematics
- critical thinking
- computer literacy
- ethics/values
- citizenship
- global concerns
- information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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</thead>
<tbody>
<tr>
<td>Writing</td>
<td>Student may complete a term paper with the option for revisions.</td>
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<tr>
<td>Oral Communications</td>
<td>Student may prepare and deliver presentations on selected topics.</td>
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<tr>
<td>Reading</td>
<td>Student will read required text book chapters and related journal, magazine and newspaper articles on class topics.</td>
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<tr>
<td>Ethics/Values</td>
<td>Student may discuss/debate social issues related to globalization or other topics.</td>
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<tr>
<td>Global Concerns</td>
<td>Student may discuss/debate business topics as they relate to global issues.</td>
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IV. Instructional Materials and Methods

Types of Course Materials:
- Text
- Journal, magazine and newspaper articles on related topics
- Videos, taped programs of interest
Methods of Instruction (e.g. Lecture, Lab, Seminar …):

- Lecture
- Group discussion of selected topics
- Debates on social issues related to globalization (or other topics)
- Student presentations on selected topics

V. General Outline of Topics Covered:

- The history and process of globalization
- The global economy
- Country and cultural differences
- The global trade environment and institutions
- International law and politics
- Economic integration (The European Union, NAFTA, ASEAN, etc.)
- International trade and investment theory (comparative advantage, absolute advantage, etc.)
- Foreign Exchange and Global finance
- Exporting and Importing
- Global business strategies, marketing, operations, supply chains, and organization