

BUS 140: INTERNATIONAL BUSINESS

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2024
Credits:	3
Total Contact Hours:	54
Lecture Hours :	54
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	108
Total Student Learning Hours:	162
Strongly Recommended:	ENGL 101.
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter

Catalog Course Description

A comprehensive overview of international business with a global perspective on international trade including foreign investments, impact of financial markets, international marketing, and the operation of multinational corporations. 54 lecture hours.

Course Objectives

- discuss how cultural and behavioral differences influence countries business practices, and how these differences can be addressed using appropriate strategies.
- explain how the economic, political/legal, and financial environments affect international business operations.
- analyze the role and impact of international business on national economic development.
- analyze the major international considerations within each of the marketing functions: product pricing, promotion, and distribution.

Major Course Content

1. The rapid change of international business
2. International trade and foreign direct investment
3. Theories of international trade and investment
4. The dynamics of international institutions
5. Understanding the international monetary system
6. Sociological and cultural forces
7. Natural resources and environmental sustainability
8. Economic forces
9. Political forces
10. Legal forces
11. Financial forces
12. Labor forces
13. International competitive strategy
14. Assessing and analyzing markets
15. Entry modes
16. Export and import practices

17. Marketing internationally
18. Organizational design and control
19. Human resource management
20. Financial management
21. Global operations and supply chain management

Suggested Reading Other Than Required Textbook

Wall Street Journal

Examples of Required Writing Assignments

Students will select a country to evaluate. Students will be looking at this country from every possible perspective; including culture, doing business in other foreign countries, politics & law, international trade, currency and exchange rates, the economic climate, trade barriers, international economic relations, international strategy, management, including human resource management, and any other aspect deemed important or relevant to the region you select. Your research could include an interview with a person who has either lived or worked in this country, or who is from this country. It will be very interesting to have a first-hand impression of life in this region. You may interview them or submit a list of questions for them to fill out. Your written materials should be in essay format and you must cite your resources. The paper can include articles, interview records, observation summaries and documented Internet sources.

Examples of Outside Assignments

Read and submit one newspaper article that relates to a current (topic discussed in class) international business related topic. In one paragraph, summarize (describe) what the article is about. In two to three paragraphs, discuss how the article relates to international business. Your discussion should include whether you agree or disagree with the writer's viewpoint, how it pertains to you personally, and how it pertains to the course material discussed in class or the text. You must be specific and should refer to pages in the textbook.

The goal of this assignment is to acquaint you with current international business practices and is not to be an elaborate paper.

Instruction Type(s)

Lecture, Online Education Lecture