

NC 662: PRINCIPLES OF INTERNATIONAL BUSINESS

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2022
Credits:	0
Lecture Hours :	30
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	60
Strongly Recommended:	Intermediate English language, math, and comprehension skills.
Transferable to CSU:	No
Transferable to UC:	No
Grading Method:	Non-Credit Course

Catalog Course Description

The Principles of International Business course introduces students to understanding different cultures, values, customs, and business ethics of people in other countries to start, operate, maintain, and grow a business in a foreign country. Students are exposed to critical thinking, problem solving, and innovation to effectively operate a business venture abroad. The course focuses on discussion and understanding of the international elements of marketing, business management, accounting, HR, geopolitics, finance, law, and economy. 30 lecture hours.

Course Objectives

- Develop appropriate international business skills for the workplace.
- Learn about the necessary personality traits to become a successful international business owner.
- Start an international business by identifying the customer's needs for a specific product or service.
- Learn about the different forms of international business ownership.
- Learn how to write an international business plan.
- Learn about the advantages and disadvantages of international business ownership.
- Discover the necessary traits of successful international business owners.
- Implement effective techniques of international marketing of products and services.
- Learn about basic international accounting and financial statements.
- Learn the appropriate style for communicating with international customers, employees, suppliers, etc.
- Learn about social media (digital) advertising for international marketing of products and services.
- Identify means of raising capital for starting an overseas business.
- Learn to thrive and flourish in a competitive international business environment.

Major Course Content

1. The Challenging Context of International Business
2. International Trade and Investment

3. Sociocultural Forces
4. Sustainability and Natural Resources
5. Political Forces That Affect Global Trade
6. Intellectual Property Rights and Other Legal Forces
7. Economic and Socioeconomic Forces
8. The International Monetary System and Financial Forces
9. International Competitive Strategy
10. Organizational Design and Control
11. Global Leadership Issues and Practices
12. International Markets: Assessment and Entry Modes
13. Marketing Internationally
14. Managing Human Resources in an International Context
15. International Accounting and Financial Management

Suggested Reading Other Than Required Textbook

Materials supplied and/or created by the instructor (e.g., PowerPoint and Voice thread presentations, handouts, videos, websites, documents)

Examples of Required Writing Assignments

Paragraph(s) on application of learned theories to personal work setting

Examples of Outside Assignments

Role-play project and in-class online presentations

Instruction Type(s)

Lecture, Online Education Lecture