

SYLLABUS
PART I
EDISON COMMUNITY COLLEGE
BUS 210S INTERNATIONAL BUSINESS
3 CREDIT HOURS

COURSE DESCRIPTION

Survey of international business. Course will cover globalization, differences among countries, global trade and investment, the global monetary system, strategy and structure of international business, and international business operations.

COURSE GOALS

The student will:

Bloom's Level		Program Outcomes
1	1. Describe globalization.	6
5	2. Explain outsourcing and know its value to countries.	9
5	3. Understand foreign exchanges.	8
5	4. Explain the theories of international trade.	10
5	5. Explain the economic arguments for and against free trade.	8
4	6. Compare and contrast market entry.	7
1	7. Define the different organizations that govern world trade.	9
1	8. Describe international strategies for entering foreign markets.	6, 9
2	9. Discuss the Four P's of the international marketing mix.	7, 10
2	10. Understand supply chain management.	7
5	11. Explain issues in managing human resources globally.	3, 5
5	12. Understand corporate social responsibility and ethics globally.	2

CORE VALUES

The Core Values are a set of principles which guide in creating educational programs and environments at Edison. They include communications, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skill/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

TOPIC OUTLINE

1. Understanding global business
2. Understanding politics, laws, and economics
3. Valuing culture
4. Understanding ethics in a foreign culture
5. Valuing international trade
6. Determining foreign exchange rates
7. Developing foreign business strategies
8. Determining the supply chain
9. Entering foreign markets
10. Managing globally
11. Competing globally
12. Understanding the marketing process
13. Managing human resources globally
14. Managing corporate social responsibility

TEXT AND MANUALS

Global Business, 2nd edition, 2009 Mike W. Peng, South-Western Cengage Learning, ISBN:
13: 978-1-4390-4224-3, ISBN: 10: 1-4390-4224-1.