

Introduction to International Business and Trade IBUS 1305
Course Master Syllabus
International Business

CIP Code Area 52.1101 (International Business)

Course Level Introductory (Freshman Level)

Course Number IBUS 1305 (WECM Course)

Course Title Introduction to International Business & Trade

Credit Hours 3 Lecture Hours:3 Lab Hours: 0

Prerequisite None

Method of Presentation: Three hour lecture/discussion each week.

Course Description: IBUS 1305 Introduction to International Business & Trade (3-3-0). The techniques for entering the international marketplace. Emphasis on the impact and dynamics of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. Topics include patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise. Skills: E

Textbook: *International Business: Strategy, Management, and the New Realities, 1st Edition, by Cavusgil, Knight, and Riesengerger* (Pearson, Prentice Hall, ISBN-13:978-0-13-173860-7)

Course Requirements: See specific Instructor's syllabus

Course Rationale: This course provides students with a broad understanding of international Business and helps them to develop the analytical skills needed to determine and examine the strategies and structure of the international market place.

Course Learning Outcomes: The student will identify and explain terms in the global environment; discuss international institutions; complete a project in the internationalization of functional business operations; and resolve case problems for international business operations.

Learning Objectives:

- A. Background for Starting International Operations--the student will be able to:
 - define international business
 - describe the rise of global linkages in international business
 - describe the position of the U.S. in international trade
 - list advantages and problem areas for U.S. firms wanting to enter international business
- B. Theories of International Trade & Investment--the student will be able to:
 - explain the advantages of specialization
 - identify the concept of comparative advantage
 - distinguish between portfolio investment and direct investment
- C. The International Monetary System--the student will be able to:
 - describe the role of the International Monetary Fund (IMF)
 - argue for and against floating exchange rates
 - argue for and against fixed exchange rates
 - explain the impact of the common European currency (EURO)
 - be able to calculate foreign exchange rates
- D. International Financial Markets--the student will be able to:
 - explain how a foreign exchange market functions
 - identify the economic factors that influence exchange rates and explain how these factors work

- differentiate between alternative strategies of international banking
- E. Economic Integration Among Countries--the student will be able to:**
 - identify the different levels of economic integration
 - explain the various arguments surrounding economic integration
 - describe the organization of the European Community
- F. Trade and Investment Policies-- the student will be able to:**
 - understand the role of foreign aid in international trade and investment
 - explain the goals and function of GATT and NAFTA
 - identify the major ways in which imports are being restricted and give reasons for controlling exports
- G. Politics and Laws--the student will be able to:**
 - describe the reasoning behind, and the effects of controls, and the regulation of international business behavior
 - describe the Foreign Corrupt Practices Act
 - discuss the role of international law in the conduct of international business
- H. The Cultural Challenge--the student will be able to:**
 - explain the role of culture in international business
 - identify various elements of culture
 - suggest ways for manager to understand and deal with cultural diversity
- I. Starting International Operations--the student will be able to:**
 - identify the various forms of entry strategies used by firms to initiate international business activity
 - give examples of indirect exporting and importing
 - evaluate the advantages and disadvantages of licensing
 - describe the functions of export management companies
- J. International Logistics--the student will be able to:**
 - define international logistics
 - distinguish between materials management and physical distribution
 - list the factors that influence the selection of particular transportation modes
 - describe the usefulness of free trade zones
- K. International Marketing--the student will be able to:**
 - discuss the procedure by which a foreign target market is selected
 - determine the pricing strategy for export items
 - identify various data based analytical techniques available for estimating market potential
 - evaluate the reasons behind the need to standardize or to adapt the marketing mix
- L. International Human Resources--the student will be able to:**
 - explain the objectives of human resource management in an international firm
 - describe how the human resources function changes as a firm goes global
 - identify sources of recruitment for staffing positions abroad
 - describe differences and similarities of training employees in different countries

SCANS: 1,2,3,4,6,7,8

Responsibility

Exerts a high level of effort and perseverance towards goal attainment. Works hard to become excellent at doing tasks by setting high standards, paying attention to details, and displaying a high level of concentration even when assigned an unpleasant task.

Self-Management

Assesses own knowledge, skills, and abilities accurately; sets well-defined and realistic personal goals, monitors progress toward goal attainment and motivates self through goal achievement; exhibits self-control and responds to feedback unemotionally and non-defensively, is a "self-starter."

Creative Thinking

Uses imagination freely, combines ideas or information in new ways, makes connections between seemingly unrelated ideas, and reshapes goals in ways that reveal new possibilities.

Grading System: Your instructor will provide specific information about how you will be graded in this course.

Course/Class Policies: Departmental Policies for Incompletes, Attendance, and Withdraw are as follows:

Incomplete Policy: An incomplete (I) Will be granted to a student in rare circumstances. Generally, to receive a grade of I, a student must have completed all examinations and assignments to date, be passing, and have personal circumstances that prevent course complete that occur after the deadline to withdraw with a grade of W.

Withdraw Policy: It is the student's responsibility to withdraw from a course. Instructors are allowed to withdraw students but students must not rely on their instructors to withdraw them if they wish to withdraw.

Attendance Policy: All students are expected to attend classes. Non-attendance will have an impact on the student's grade.

Academic Freedom Statement: Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions.

Scholastic Dishonesty Statement: Acts prohibited by the college for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, unauthorized collaboration with another in preparing outside work. Academic work submitted by students shall be the result of their thought, research or self-expression. Academic work is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentations, and homework. Electronic devices may not be used for exams unless specifically authorized by the instructor. Penalties for scholastic dishonesty will depend upon the nature of the violation and may range from lowering a grade on one assignment to an F in the course and/or expulsion from this institution.

Student Discipline: ACC's policy on student discipline can be found in the Student Handbook: www.austincc.edu/handbook

Students with Disabilities Statement: Each ACC campus offers support services for students with documented physical or psychological disabilities. Students with disabilities must request reasonable accommodations through the Office for Students with Disabilities on the campus where they expect to take the majority of their classes. Students are encouraged to make their requests three weeks before the start of the semester. (see [student handbook](#)).

Rule of Three: Per state law, effective spring 2006 any student taking a class for the third time or more may be charged an *additional* \$60 per credit hour unless exempted. Click on this link for more information: www.austincc.edu/support/admissions/changing.php

Student Services

Austin Community College is an institution committed to helping all students achieve their educational and career goals. This section of the Catalog provides basic information about programs and services offered by the College to increase the chances that students will succeed. Check the web address listed under *Student Services* for information about office hours, additional services, or contact people.

Student services include: advising, assessment, financial service, job referral, etc. For more information on Student Services, please refer to the following link www.austincc.edu/cataloghtml/services.php