COURSE OUTLINE

BSAD 373

International Business Management

Prepared By: Charles R. Fenner, Phd
BSAD 373 International Business Management

A. **TITLE:** International Business Management

B. **COURSE NUMBER:** BSAD 373

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE:** No.

E. **COURSE LENGTH:** 15 weeks

F. **SEMESTER(S) OFFERED:** Fall/Spring

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**
   3 lecture hours per week

H. **CATALOG DESCRIPTION:** The course enhances the student’s ability to operate in a global market. This course grounds the student in global marketing, strategy, human resource management. Students develop a strong understanding of international culture and ethical issues when taking a local business global. This course teaches students to use an organization’s global resources and logistics to enable the organization’s global strategy.

I. **PRE-REQUISITES/CO-COURSES:** ENG 101 (Expository Writing) or ENG 102 (Oral and Written Expression; ECON 101 (Principles of Macroeconomics)

J. **GOALS (STUDENT LEARNING OUTCOMES):**
   By the end of this course, the student will be able to:

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<thead>
<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<tr>
<td>a. Explain the major issues of globalization and doing business in the global business environment of the 21st century</td>
<td>2. Crit. Thinking</td>
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<td>3. Prof. Competence</td>
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<td>b. Interpret how a country’s political, economic and cultural differences affect global trade.</td>
<td>2. Crit. Thinking</td>
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<td>3. Prof. Competence</td>
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<td>c. Evaluate effective entry methods into a country’s economy</td>
<td>2. Crit. Thinking</td>
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<td>3. Prof. Competence</td>
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<td>d. Analyze how price, product, place and promotion affect a global marketing strategy</td>
<td>2. Crit. Thinking</td>
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<td>3. Prof. Competence</td>
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<td>e. Integrate global human resources, logistics and planning into a cohesive international business strategy.</td>
<td>2. Crit. Thinking</td>
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<td>3. Prof. Competence</td>
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L. **REFERENCES:** Global DNA Simulation (2014). Chicago: Capsim

M. **EQUIPMENT:** None
N. **GRADING METHOD:** A – F

O. **MEASUREMENT CRITERIA/METHODS:**

- Research Paper
- Quizzes
- Exams

P. **DETAILED COURSE OUTLINE:**

I. **Globalization**
   a. Globalization of Business
   b. Changing Demographics
      1. Divergence
      2. Convergence
      3. Cross-Vergence

II. **Country Differences**
   a. National Economy Differences
      1. Political
         a. Totalitarian
         b. Democratic
      2. Economic
         a. Command
         b. Free Market
      3. Legal
         a. Civil Law
         b. Contract Law
   b. National Cultural Differences
      1. Social Structures
      2. High/Low Context Languages
      3. Spatial Differences
      4. Task vs. Relationship Orientation
   c. National Ethical Differences
      1. Bribery
      2. Human Rights
      3. Pollution
      4. Utility vs. Duty
   d. Government and International Business
      1. Tax Policies
         a. Value Added Tax
         b. Sales Tax

II. **Global Competition in the Market Place**
   a. International Business Strategy
      1. Global Expansion
         a. Creating Value
         b. Oneness of the Multinational Corporation
      2. Strategy Types
      3. Strategic Alliances
   b. Business Planning and Entrepreneurship
      1. Business Plan
      2. Entrepreneurship in a Global Environment
   c. Foreign Market Entry
      1. Entry Modes
2. Acquisitions
3. Franchises/Joint Ventures
d. Globalizing Production and Logistics
   1. Country Factors
   2. Buy or Make?
   3. Moving Products Across Borders
e. Globalizing Marketing
   1. International vs Local
   2. Culture
   3. The Four P's
f. Globalizing Human Management
   1. Recruitment
   2. Staffing
   3. Training
   4. Outsourcing
g. Technology and Global Business
   1. Cooperation Across Boundaries
   2. Global Decision Making