

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**COURSE OUTLINE**

**BSAD 373**

**International Business Management**

**Prepared By:** Charles R. Fenner, PhD

**SCHOOL OF BUSINESS AND PUBLIC SERVICE**  
BBA in Management  
Spring 2016

## 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:

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Explain the major issues of globalization and doing business in the global business environment of the 21 <sup>st</sup> century	2. Crit. Thinking 3. Prof. Competence
b. Interpret how a country’s political, economic and cultural differences affect global trade.	2. Crit. Thinking 3. Prof. Competence
c. Evaluate effective entry methods into a country’s economy	2. Crit. Thinking 3. Prof. Competence
d. Analyze how price, product, place and promotion affect a global marketing strategy	2. Crit. Thinking 3. Prof. Competence
e. Integrate global human resources, logistics and planning into a cohesive international business strategy.	2. Crit. Thinking 3. Prof. Competence

- K. **TEXTS:** Hill, Charles (2014). 8<sup>th</sup> Ed *International Business*. Boston, MA: Mc Graw-Hill
- 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