

BUS 0273 - INTERNATIONAL BUSINESS PRACTICES

Catalog Description

Formerly known as BUS 55

Advisory: Eligibility for ENGL 1A or equivalent

Hours: 54 lecture

Description: Foundations for understanding the global marketplace and effective international business practices and procedures. Students identify/compare cultural differences and acquire skills necessary for interacting with foreign business professionals. Topics include: international trade, importing/exporting, currencies and exchange, ethics, international travel, technological impacts, and careers in international business. (CSU)

Course Student Learning Outcomes

- CSLO #1: Evaluate the strategy and structure of international business.
- CSLO #2: Analyze the global trade and investment environment.
- CSLO #3: Analyze national differences and their impact on business.
- CSLO #4: Examine international business functions and make recommendations to support a global entity.

Effective Term

Fall 2020

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

Upon completion of the course, the student will be able to:

1. Discuss the impact of geography on international business
2. Discuss historical events that have contributed to formation of strategic trade alliances
3. Discuss the effects of various trade agreements in creating alliances
4. Compare and describe trade surpluses and trade deficits
5. Evaluate the advantages and disadvantages of counter-trade practices
6. Assess governments' support and assistance for international trade
7. Analyze the considerations and effectiveness of communicating in an international business environment
8. Compare business practices and protocol in three or more countries
9. Determine differences in cultural behaviors in three or more countries and explain how diverse customs, manners, and languages affect international trade and business

10. Discuss the challenges of doing business internationally versus domestically
11. Explain the different philosophical approaches to ethics
12. Evaluate the consequences of ethics and cyberethics in the global marketplace
13. Compare and contrast statistical facts and data about three or more countries as the information relates to:
 - a. demographics of current population and any recent changes
 - b. geographical location of country
 - c. political systems
 - d. major religions and customs and the impact on the business culture
14. Explain international monetary systems in various countries and determine appropriate form of payment given specific international trade or business situation
15. Identify foreign currencies and calculate current exchange rates
16. Evaluate passport and visa requirements of various countries
17. Develop itineraries for international travel
18. Explain the time zone system and how time zones can affect international business operations
19. Research and analyze the impact of technology and e-business on globalization of business
20. Review and compare international regulations and restrictions for mailing and shipping goods
21. Identify exporting/importing opportunities and drawbacks, and become familiar with mechanics of financing, insurance, and risks
22. Assess how careers are affected by international business
23. Research and evaluate future developments in international business
24. Employ appropriate international business and trade terminology into written reports, written assignments, and online discussions

General Education Information

- Approved College Associate Degree GE Applicability
 - AA/AS - Multicultural Studies
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Classroom Discussions
 - Example: Students will be given a discussion board prompt related to the learning unit and asked to respond using critical thinking skills. Rubric included with criteria for grading.
- Projects
 - Example: Select a country, e.g., Japan, and write a one page report on the cultural practices involved in meeting, greeting, and socializing with new people that may have an effect on business interactions in this country. Rubric grading.
- Reports
 - Example: After conducting the necessary level of research to learn the trade barriers on Egypt's current certification requirements for agricultural products, write a one to two-page report on your findings to assist your small agricultural business in making a decision to do business in Egypt. Rubric Grading.

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Following a lecture, instructor will ask students to research a current international event using the Internet, periodicals, business magazines, newspaper, other pertinent material. Using the Discussion Board, instructor will moderate a discussion on the implications of this event as it relates to International Business practices. (Objective 21)
2. Instructor will assign two different countries to each student. The students will research, read, and compare the cultures of each country and determine how the differences influence (a) the costs of doing business in each country, (b) the likely economic development of that country, and (c) international business practices. (Objective 13)

Distance Learning

1. The instructor will lead a discussion/webinar/conference call on the effects of globalization on underdeveloped countries. Instructor will conduct a webinar or conference call to discuss international recession and how that affects the U.S. economic status. (Objective 12 & 19) Students will be required to make a list of the issues that effect under developed countries and the US economic status and post for other students to review and provide comment.

Typical Out of Class Assignments

Reading Assignments

1. Read the chapter on "Sociocultural Forces" and take a quiz that addresses the following issues: international human resource management, attitudes toward time, achievement, work ethic, and technology.
2. Research and read on the topic 'international monetary systems', using the Internet or written materials. Using the online discussion board to share information with your fellow students, describe and explain the differences between the monetary system of at least two different countries not using the USD and the considerations that should be taken when negotiating monetary transactions (each student should have two different countries).

Writing, Problem Solving or Performance

After reading various chapters in the text or researching articles on the WWW: 1. In a one-page, 200- to 400-word document, describe in detail some of the nation's political, economic, and legal systems compared to another country of your choice. 2. In a one page, 200- to 400-word document, discuss the impact of the EU on member and nonmember countries and at least three of its future challenges.

Other (Term projects, research papers, portfolios, etc.)

1. Term project: Contact a local small company that is doing business internationally. Write a 3-page report on what kinds of issues/problems they have had that needed to be addressed or solved before doing business internationally. Describe the issues or problems and how they

were rectified. 2. You are preparing for a business trip outside of the United States, where you or your boss/client needs to interact with local professionals. Collect information about the local culture and business habits, and prepare a two-page report on the most important considerations that may affect business interactions in that country.

Required Materials

- International Business: Competing in the Global Marketplace
 - Author: Hill, Charles W.L.
 - Publisher: McGraw Hill
 - Publication Date: 2018-19
 - Text Edition: 12th
 - Classic Textbook?: No
 - OER Link:
 - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.