

Course Objectives/Course Outline
Spokane Community College

Course Title: International Business

Prefix and Course Number: BUS 120

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Evaluate the impact of globalization on international businesses and international business stakeholders
- Summarize the basic principles of international trade theory, define foreign direct investment, and probe the political and legal factors impacting international trade, business, and foreign direct investment
- Evaluate the impact of culture on various aspects of international business
- Explain the ethical considerations that should be considered in designing, conducting, and evaluating the operations of an international business
- Contrast the practices and intricacies of conducting business in the developing and the developed world
- Describe the growing importance of emerging markets
- Explain the role of the United Nations, World Trade Organization, and the International Monetary Fund and describe their impact on global trade
- Conduct strategic analysis of international business opportunities and scenarios using the SWOT, PESTL, and CAGE models, the five elements of strategy and POLC framework
- Evaluate the appropriate human resource management tools and strategies to the success of international business ventures

Course Outline:

- I. International Business
 - A. Introduction
 1. International business and trade within the US, Pacific NW and WA State
 - B. Promoting economic growth and job opportunities
 - C. International people management
 - D. International finance and accounting
 - E. International legal and political considerations
 - F. Effects of:
 1. Culture
 2. Politics
 3. Ethics
 4. Communication
 5. Overseas marketing
 6. Advertising
 - G. Interdisciplinary and multicultural international business approaches
 - H. International career options and opportunities