Administrative Unit: Business Administration Department
Course Prefix and Number: BUSI 528
Course Title: International Business
Number of Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0
Catalog Description: International Business is designed to examine and analyze the importance of international trade as it applies to the business sector. Analysis of import, export, trade deficit, balance of trade, and balance of payment will be explored. The course will give students an understanding of how the cultural, social, political, and economic environment in different countries can affect the international competitive environment and the implications for business strategy.
Prerequisite(s)/Corequisite(s): None.
Text(s): Textbook(s) listed is/are not necessarily the textbook(s) used in the course.
Course Objectives:
• Review international trade theory.
• Examine the influence of the following environments on international business: culture, economics, political, legal, technological, and natural.
• Examine the different forms of economic integration.
• Develop critical thinking and analytic skills through case analysis.

Measurable Learning Outcomes:
• Define international business and explain how it differs from domestic business.
• Identify and explain the different forms of economic integration and describe how each affects international business.
• Identify the important worldwide trade organizations.
• Describe the primary patterns used by businesses for international expansion.
• Explain and analyze the influence of the following environments on international business: culture, economics, political, legal, technological, and natural.
• Analyze current issues in international business.
• Analyze major international considerations of product, pricing, promotion, branding, and distribution.
• Critique case studies in international business.

Topical Outline (major areas of coverage):
• Comparative Environmental Framework
• Theories and Institutions: Trade and Investment
• World Financial Environment
• Dynamics of International Business-Government Relations
• Operations: Overlying Tactical Alternatives
• Operations: Managing Business Functions Internationally

All business administration courses include a written and oral presentation component.

Recommended maximum class size for this course: 15

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Joann Wayman

Name ____________________________ Signature ____________________________

Date: September 21, 2005

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

Office of Academic Affairs
12/04