Administrative Unit: Business Administration Department

Course Prefix and Number: MGMT 338

Course Title: International Business

Number of Credit Hours: 3  Lecture Hours: 3  Laboratory Hours: 0

Catalog Description: Exploration of the challenges involved in multinational and international business. Prerequisites: Junior standing; MGMT 330. Course meets World/Eastern Culture graduation requirement.

Prerequisite(s)/Corequisite(s): Junior standing; MGMT 330.

Text(s): The most current editions of the following:


Rarick. Cases and Exercises in International Business. Prentice Hall.


Course Objectives:

- To understand various economic theories of international trade and investment.
- To understand the complexities of the international monetary system and balance of payments.
- To understand the mechanics of doing business abroad.
- To understand the importance of cultural, economic, environmental, legal, political, and sociological differences between countries.
- To understand how they affect the success or failure of U.S. business operations abroad.

Measurable Learning Outcomes:

- Understand and apply various economic theories of international trade and investment.
- Evaluate the complexities of the international monetary system and balance of payments.
- Evaluate the strategies of establishing an international business abroad, including explaining the advantages and disadvantages of various methods of trade ranging from exporting, joint ventures, strategic alliances, mergers, and acquisitions, etc.
- Evaluate the importance of sociocultural, economic, environmental, technological, political/legal factors between countries and how they affect success or failure of U.S. business operations abroad.
- Understand the differences between Industrial Countries (IC), Newly Industrialized Countries (NIC),
and Less Developed Countries (LDC) and the impact on their national infrastructures from foreign business investments or business ownership.

- Identify the impact on changes within the foreign currency exchange rates and economic conditions.
- Identify the factors that influence the organizational structure of U.S. based businesses and their expansion into foreign countries.
- Identify the strategic factors that must be considered when dealing with home, host, and third-country nationals.

Topical Outline (major areas of coverage):

- Course Introduction
- The World’s Marketplaces: North America, Western Europe, Eastern and Central Europe, Africa and the Middle East, South America, Asia
- Legal, Technical and Political Forces
- The Role of Culture
- International Trade and Investment Theory
- The International Monetary System and the Balance of Payments
- Foreign Exchange and International Financial Markets
- Formulation of National Trade Theories
- International Cooperation among Nations
- International Strategic Management
- Strategies for Analyzing and Entering Foreign Markets
- International Strategic Alliances
- International Organization Design and Control
- Leadership and Employee Behavior in International Business

Every Business Administration course includes a written and oral presentation component.

Recommended maximum class size for this course: 30

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: Tim Ireland

Date: March 8, 2006

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
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