I. Basic Course Information

A. Course Number and Title: BUSI 154 International Business

B. New or Modified Course: Modified

C. Date of Proposal: Spring 2016

D. Effective Date: Fall 2016

E. Sponsoring Department: Department of Business and Public Service

F. Semester Credit Hours: 3

G. Weekly Contact Hours: 3 Lecture 3
   Laboratory 0
   Out of class student work per week: 6

H. Prerequisites: None

I. Laboratory Fees: None

J. Name and Phone Number of Department Chair: Pattiann Kletz,
   pkletz@raritanval.edu, (908) 526-1200 x8878.

II. Catalog Description

This course will concentrate on the issues that confront international businesses. Using a business perspective, issues such as the reasons for trade, managing international businesses, controlling international businesses, organizational design and operations management are investigated.

III. Statement of Course Need

A. Among the most significant business development over past decades have been the rapid growth of international business and the proliferation of multinational and global firms. The sheer volume of trade between nations has grown enormously since WWII. In 1948 world trade was only $51 billion dollars. In 2014 trade rose to $19 trillion dollars. The international trade arena continues to
be dominated by the industrialized countries. The growing importance of foreign market, the explosive growth of both the size and number of U.S. and foreign multinational concerns make it imperative for managers to know about the intricacies of doing business abroad. This course will provide an insight into subjects brought on by intense examination of such areas on the domestic environment and its effect on global business, the foreign environment and the difference between values of the same structure and the international environment, which is the interaction between the domestic and foreign environmental forces.

B. This course does not have a lab.
C. This course generally transfers as business elective.

IV. Place of Course in College Curriculum

A. Free Elective
B. This course meets a Business Elective
D. Course transferability; for New Jersey schools go to the NJ Transfer website, www.njtransfer.org. For all other colleges and universities go to their individual websites.

V. Outline of Course Content

A. Introduction to International Business
   1. An Overview
   2. Global Marketplaces and Business Centers
   3. Legal, Technical and Political Forces
   4. The Role of Culture
B. International Environment
   1. International Trade and Investment Theory
   2. International Monetary System and the Balance of Payments
   3. Foreign Exchange and International Financial Markets
   4. Formulation of National Trade Policy
   5. International Cooperation among Nations
C. Managing International Business
   1. International Strategic Management
   2. International Strategic Alliances
   3. Controlling International Business
   4. Marketing in the International Environment
VI. General Educational and Course Learning Outcomes

A. General Education Learning Outcomes
At the completion of this course, students will be able to:
1. Interpret information regarding international business. (G.E. NJ 5)
2. Analyze written and oral texts that highlight various points of view. (G.E. NJ 1)
3. Make informed judgments concerning ethical issues presented in economic theory and actual social problems. (ER)

B. Course Learning Outcomes
At the completion of the course, students will be able to:
1. Outline the magnitude and directions of international business.
2. Analyze the difference between the domestic and international contents of business.
3. Analyze the growth, magnitude and trends of foreign direct investment.
4. Compare the various methods a corporation may use to establish international business.
5. Examine the various decision-making and managerial methods in current international use.
6. Analyze the legal and political systems in different regions and how they influence management practices.

C. Assessment Instruments
1. Written examinations
2. Research papers
3. Oral presentations

VII. Grade Determinants

A. Written examinations
B. Research papers
C. Oral presentations

Given the goals and outcomes described above the following methods of teaching and learning may be used:
A. Lecture/discussion
B. Small-group work
C. Guest speakers
D. Student oral presentations
VIII. Text and Materials

Textbook: Author(s): Griffin and Pustay
Title: International Business: A Managerial Perspective
Publisher: Addison-Wesley
Edition: Latest

Please note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.

IX. Resources

In addition to a regular classroom, this course will require the use of the library.