

RARITAN VALLEY COMMUNITY COLLEGE
International Business BUSI-154

Course Outline

I. Basic Course Information

- A. Course Number and Title: BUSI 154 International Business
- B. New or Modified Course: Modified
- C. Date of Proposal: Fall 2021
- D. Effective Date: Spring 2021
- 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 and email of Department Chair and Divisional Dean: Department Chair Tracy Rimple, Tracy.Rimple@raritanval.edu, (908) 526-1200 x8878; Divisional Dean Patrice Marks, Patrice.Marks@raritanval.edu, (908) 526-1200 x8802

II. Catalog Description

Global, international and domestic markets are interconnected. This course concentrates on the diverse aspects that confront business professionals in the creation and implementation of their strategies to develop international business.

Understand the world marketplace, the importance and impact of cultures, laws, regulations, international treaties, monetary systems and financial markets in order to identify the opportunities and threats to develop business within and outside national borders.

The course presents the theoretical basis and analyzes real world evidences with an emphasis on the forces that govern the countries, the challenges to the development, lead and management of the organizational structures, operations, alliances, entry models, and the diverse resources to deploy the business expansion strategies.

III. Statement of Course Need

- A. Free Elective
- B. This course does not have a lab.
- C. This course generally transfers as a business elective.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course meets a Business Elective
- C. The course meets a program requirement for the International Business Option in Business Management AAS Degree, International Business Option in Business Administration AS and International Business Certificate Programs.
- 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. The World's Marketplaces
 - 1. An Overview of International Business
 - 2. Global Marketplaces and Business Centers
 - 3. Legal, Technological, Accounting, and Political Environments
 - 4. The Role of Culture
 - 5. Ethics and Social Responsibility in International Business
- B. The International Environment
 - 1. International Trade and Investment
 - 2. The International Monetary System and the Balance of Payments
 - 3. Foreign Exchange and International Financial Markets
 - 4. Formulation of National Trade Policies
 - 5. International Cooperation Among Nations
- C. Managing International Business
 - 1. International Strategic Management
 - 2. Strategies for Analyzing and Entering Foreign Markets
 - 3. International Strategic Alliances
 - 4. International Organization Design and Control
 - 5. Leadership and Employee Behavior in International Business
- D. Managing International Business Operations
 - 1. International Marketing
 - 2. International Operations Management
 - 3. International Financial Management
 - 4. International Human Resource Management and Labor Relations

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 texts that highlight various points of view. (G.E. NJ 1)
3. Link cultural and business practices and perspectives with political, economical, social, technological, industrial, natural resources, geographical or historical conditions from which they arose (G.E. NJ 8)

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. Discussions
2. Research papers
3. Written examinations

VII. Grade Determinants

- A. Discussions
- B. Research papers
- C. Written examinations / tests

Given the goals and outcomes described above the following methods of teaching and learning may be used:

- A. Lecture/discussion
- B. Research projects
- C. Written examinations / tests

VIII. Text and Materials

Textbook: Author(s): Griffin and Pustay

Title: International Business: A Managerial Perspective

Publisher: Prentice Hall / Pearson

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 or on-line course, this course will require the use of the library.