

International Business

COURSE DESCRIPTION: From geography to culture Global Business is an exciting topic in the business community today. This course is designed to help students develop the appreciation, knowledge, skills, and abilities needed to live and work in a global marketplace. It takes a global view on business, investigating why and how companies go international and are more interconnected.

The course further provides students a conceptual tool by which to understand how economic, social, cultural, political and legal factors influence both domestic and cross-border business. Business structures, global entrepreneurship, business management, marketing, and the challenges of managing international organizations will all be explored in this course. Students will cultivate a mindfulness of how history, geography, language, cultural studies, research skills, and continuing education are important in both business activities and the 21st century.

COURSE OBJECTIVES:

- Distinguish between domestic business and global business.
- Discuss global business dependency and importance.
- Describe basic global business activities.
- Identify various methods for getting involved in global business.
- Explain the components of the international business environment.
- Identify various measures of economic progress and development and describe the position of the United States in global trade.
- Describe some of the monetary systems around the world.
- Discuss the exchange rate system between nations.
- Describe the common European currency.
- Calculate foreign exchange rates.
- Understand and discuss global banking strategies.
- Describe laws and trade barriers that can discourage global business.
- Explain how political risks can disrupt global business activities.
- Explain government actions that can encourage global business activities.
- Identify the different levels of economic integration.
- Discuss the various arguments for and against economic integration.
- Understand the organization of the European community and its regional economic integration agreement.

- Discuss the importance of trade relations.
- Discuss the main types of trade agreements.
- Describe the goals and function of the General Agreement on Tariffs and Trade (GATT) and the North American Free Trade Agreement (NAFTA).
- Understand the nature of competition.
- Describe the relationship between forensic science and the criminal justice system.
- Describe the legal systems upon which international law is based.
- Explain product liability.
- Understand laws and international trade agreements that protect property rights.
- Describe when an agreement has all the components of a contract.
- Understand and discuss the litigation process.
- Discuss influences of culture on global business activities.
- Explain the role of sub-cultures.
- Understand the role of societal influences on culture.
- Describe how communication affects global business success.
- Describe various reactions to cultural differences.
- Describe the advantages and disadvantages of sole proprietorship, partnerships, and corporations.
- Explain the other forms of business ownership.
- Describe the activities, characteristics, and concerns of multinational companies.
- Identify low-risk methods for getting involved in global business.
- Identify high-risk methods for getting involved in global business.
- Learn about the elements of the marketing mix.
- Discuss the steps in the new product development process and the marketing research process.
- Identify the factors that must be considered by businesses when setting prices.
- Describe the indirect and direct channels of distribution.
- Describe the elements of the promotional mix.

PREREQUISITES: None

COURSE LENGTH: One Semester

REQUIRED TEXT: No required textbook for this course.

MATERIALS LIST: No required materials for this course.

COURSE OUTLINE:

Unit One: Introduction to Mythology & Folklore

Unit Two: Warrior Women

Unit Three: The Heroic Monomyth in Mythology

Unit Four: The Roles of Animals

Midterm

Unit Five: The Social Significance

Unit Six: Myths of the World

Unit Seven: Comparative Mythology

Unit Eight: Modern Myths & Legends

Final Exam