

## BUSAD170 : Introduction To International Business

### General Information

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Attachments:	DE Addendum_BUSAD_170 COR_09_01_2020 CoDE_09_26_2023.pdf
Course Code (CB01) :	BUSAD170
Course Title (CB02) :	Introduction To International Business
Department:	BUSAD
Proposal Start:	Fall 2024
TOP Code (CB03) :	(0508.00) International Business and Trade
CIP Code:	(52.1101) International Business/Trade/Commerce.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000590056
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	BUSAD 170 introduces basic issues in international business. These include deciding on a business organization for foreign operations, establishing banking relationships, raising capital, currency exchange and marketing in a foreign environment with particular emphasis on Pacific Rim, Western European and South American markets. This course also covers import/export regulations and locating manufacturing opportunities abroad.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none"><li>Credit</li></ul>

### Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"><li>Business</li></ul>
Alternate Discipline:	No value
Alternate Discipline:	No value

## Course Development

### Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

### Course Special Class Status (CB13)

Course is not a special class.

### Pre-Collegiate Level (CB21)

Not applicable.

### Grading Basis

- Grade with Pass / No-Pass Option

### Course Support Course Status (CB26)

Course is not a support course

## Transferability & Gen. Ed. Options

### General Education Status (CB25)

Not Applicable

### Transferability

Transferable to CSU only

### Transferability Status

Approved

## Units and Hours

### Summary

**Minimum Credit Units (CB07)** 3

**Maximum Credit Units (CB06)** 3

**Total Course In-Class (Contact) Hours** 54

**Total Course Out-of-Class Hours** 108

**Total Student Learning Hours** 162

### Credit / Non-Credit Options

#### Course Type (CB04)

Credit - Degree Applicable

#### Noncredit Course Category (CB22)

Credit Course.

#### Noncredit Special Characteristics

No Value

#### Course Classification Code (CB11)

Credit Course.

Variable Credit Course

#### Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

### Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

### Course Student Hours

<b>Course Duration (Weeks)</b>	18
<b>Hours per unit divisor</b>	0
<b>Course In-Class (Contact) Hours</b>	
Lecture	54
Laboratory	0
Studio	0

**Total** 54

**Course Out-of-Class Hours**

Lecture 108

Laboratory 0

Studio 0

**Total** 108

**Time Commitment Notes for Students**

No value

**Units and Hours - Weekly Specialty Hours**

Activity Name	Type	In Class	Out of Class
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No Value	No Value	No Value	No Value
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**Pre-requisites, Co-requisites, Anti-requisites and Advisories**

No Value

**Entry Standards**

Entry Standards

**Course Limitations**

Cross Listed or Equivalent Course

**Specifications**

Methods of Instruction

Methods of Instruction	Multimedia
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Methods of Instruction	Demonstrations
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**Methods of Instruction**

Lecture

**Out of Class Assignments**

- Case studies and projects (e.g. research, written, and oral report of International Business Center information on global trade, finance, licensing, education, and employment)

**Methods of Evaluation****Rationale**

Exam/Quiz/Test

Quizzes

Exam/Quiz/Test

Midterm examination

Exam/Quiz/Test

Final examination

**Textbook Rationale**

No Value

**Textbooks****Author****Title****Publisher****Date****ISBN**

Peng, Mike W.

Global Business 5th Edition

Boston: Cengage  
Learning

2023

9780357716403

**Other Instructional Materials (i.e. OER, handouts)**

No Value

**Materials Fee**

No value

# Learning Outcomes and Objectives

## Course Objectives

Evaluate the most suitable business organization forms and means of financing an international business under various circumstances.

Use currency translation to think critically through the process of protecting a business from problems associated with exchange rates.

Discuss problems in marketing products in other countries and be able to critically evaluate case studies of such marketing efforts.

Describe basic legal requirements for international trade established by other countries.

## SLOs

### Determine the most suitable business organization forms and means of financing an international business.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>BUSAD</i> General Business - A.S. Degree Major	Recognize, analyze, and assess current economic challenges facing global and domestic businesses. Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - Certificate	Recognize, analyze, and assess current economic challenges facing global and domestic businesses. Understand and apply the four P's of marketing, business law, investments, management, and marketing.

### Critically evaluate problems associated with marketing products in other countries.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>BUSAD</i> International Business - Certificate	Evaluate cross-cultural issues of marketing a product or service.
<i>BUSAD</i> International Business - A.S. Degree Major	Evaluate cross-cultural issues of marketing a product or service. Understand and critically evaluate problems associated with marketing products in other countries.
<i>BUSAD</i> General Business - Certificate	Recognize, analyze, and assess current economic challenges facing global and domestic businesses. Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - A.S. Degree Major	Recognize, analyze, and assess current economic challenges facing global and domestic businesses. Understand and apply the four P's of marketing, business law, investments, management, and marketing.

### Apply the vocabulary and terminology of international business in both an oral and written form.

Expected Outcome Performance: 70.0

<i>BUSAD</i> General Business - A.S. Degree Major	Analyze, evaluate, and explain business problems using basic concepts and terminology of accounting and finance. Recognize, analyze, and assess current economic challenges facing global and domestic businesses.
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*BUSAD*  
General Business -  
Certificate

Analyze, evaluate, and explain business problems using basic concepts and terminology of accounting and finance.

Recognize, analyze, and assess current economic challenges facing global and domestic businesses.

*ILOs*  
Core ILOs

Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.

## Course Content

### Lecture Content

#### **Organization Forms in International Business (7 hours)**

- Direct investment
- Joint ventures
- Licensing

#### **The International Financial System (15 hours)**

- Banking relationships
- Raising capital
- Capital restrictions by foreign governments
- Currency exchange and regulations

#### **Marketing in Other Nations (8 hours)**

- Understanding local customs and practices
- Establishing relationships with foreign marketing firms
- U.S. export regulations and controls

#### **Marketing Foreign Products in the United States (7 hours)**

- Import problems
- Addressing consumer perceptions of local vs. global brands and products

#### **Locating Manufacturing in Other Nations (10 hours)**

- Subassembly
- Total assembly
- Labor laws and practices
- The effect of technological transfer

#### **Miscellaneous Topics (7 hours)**

- Taxes in other nations
- Engaging with communist and socialist economic markets

**Total Hours: 54**

## Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

### GCC Major Requirements

No Value

### GCC General Education Graduation Requirements

No Value

### Repeatability

Not Repeatable

**Justification (if repeatable was chosen above)**

No Value

## **Resources**

**Did you contact your departmental library liaison?**

Yes

**If yes, who is your departmental library liaison?**

Aisha Conner-Gaten (Business, ESL-Credit)

**Did you contact the DEIA liaison?**

No

**Were there any DEIA changes made to this outline?**

No

**If yes, in what areas were these changes made:**

No Value

**Will any additional resources be needed for this course? (Click all that apply)**

No Value

**If additional resources are needed, add a brief description and cost in the box provided.**

No Value