

**PALOMAR COLLEGE**  
**COURSE OUTLINE OF RECORD FOR**  
**DEGREE CREDIT COURSE**

  X   Transfer course        X   A.A. degree applicable course  
(check all that apply)

**COURSE NUMBER AND TITLE:**

IBUS 100 Introduction to International Business and Management

**UNIT VALUE:** 3

**MINIMUM NUMBER OF SEMESTER HOURS:** 48

**BASIC SKILLS REQUIREMENTS:** Appropriate language skills.

**ENTRANCE REQUIREMENTS**

**PREREQUISITE:**

**COREQUISITE:**

**RECOMMENDED PREPARATION:** Business 100.

**SCOPE OF COURSE:** Surveys the international dimension of business including trade, financial, economic, cultural framework, foreign investment patterns, and international managerial problems and policies at the corporate level. Also covers the role of the international manager with regard to entering foreign markets and supervising operations in existing markets, and the pros and cons of protectionism.

**SPECIFIC COURSE OBJECTIVES:** Successful students will

1. explain and analyze the mechanics of doing business abroad, including various methods of trade ranging from exporting to joint ventures;
2. analyze the importance of cultural, economic, environmental, legal, political, and sociological differences between countries, and how they affect the success or lack of success of U.S. business operations abroad;
3. compare and contrast the various functional areas of international business - management, marketing, accounting, and finance - and their effect on successful international operations;
4. examine and evaluate labor relations, strategic planning, and staffing within international businesses;

5. critically analyze a series of international business management problems, leading to the demonstrated decision-making skills within the international business environment.

**CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:**

- I. Introduction to International Business-Issues and Concepts
  - A. Differences between international and domestic business
  - B. History and growth of international business
  - C. Forces in the environments (domestic, foreign, and international)
  - D. Host nation's reaction to international business
- II. International Trade and Foreign Investment
  - A. Major trading partners
  - B. Investment abroad
  - C. How to enter foreign markets
  - D. Paths to multinationlism
- III. Theories of International Trade and Economic Development
  - A. Theory of absolute advantage
  - B. Theory of absolute comparative advantage
  - C. Arguments for and against protectionism
  - D. Economic development
    1. developed
    2. newly industrializing
    3. developing
    4. less developed
    5. underdeveloped
  - E. International investment theories
- IV. International Organizations
  - A. United Nations
  - B. The World Bank
  - C. International Finance Corporation
  - D. International Development Association
  - E. International Monetary Fund
  - F. General Agreement on Tariffs and Trade (GATT)
  - G. OPEC
- V. International Monetary Systems and Balance of Payments
  - A. Gold standard history
  - B. Balance of payments
  - C. Currency areas
  - D. Fluctuating currency values
  - E. Tariffs or duties
  - F. Accounting practices
    1. price-level accounting
    2. accounting practices in other countries
- VI. Physical Forces
  - A. Location
  - B. Topography
  - C. Climate

- VII. Sociocultural Forces
  - A. Significance of culture for international business
  - B. Sociocultural components
- VIII. Political Forces
  - A. Government ownership of business
  - B. Nationalism
  - C. Government protection
  - D. Government stability
  - E. Multinational enterprises
  - F. Country risk assessment
- IX. Legal Forces
  - A. National legal forces
  - B. International forces
  - C. U.S. laws that affect the international business of U.S. firms
- X. Labor Forces
  - A. Labor mobility
  - B. Labor shortages
  - C. Composition of the labor force
  - D. Employer-employee relationships
  - E. Labor unions
- XI. Competitive and Distribution Forces
  - A. Competitive forces
  - B. Distribution forces
  - C. Channel selection
- XII. Market Assessment and Analysis
  - A. Where to market
  - B. Market screening
  - C. Added complexities of international marketing
  - D. The marketing mix
- XIII. Export Practices and Procedures
  - A. Exporting
  - B. Locating foreign markets
  - C. Payment and financing procedures
  - D. Export procedures
  - E. Export shipments
- XIV. East-West Trade
  - A. The East countries
  - B. The West countries
  - C. East-West economic relations
- XV. Production System
  - A. Reasons for worldwide standardization
  - B. Impediments to worldwide standardization
  - C. The local production system
- XVI. Labor Relations Policies and Management
  - A. Personnel needs and labor laws
  - B. Training and development
  - C. Motivation

- D. Robotics
  - E. Compensation
  - F. Discipline
- XVII. Planning and Organizing
- A. Strategic planning
  - B. The right organizational form
- XVIII. Control and Staffing
- A. Control
  - B. Staffing of management
    - 1. Training
    - 2. Compensation
- XIX. The Global Multinational
- A. American MNE
  - B. MNE of industrial countries other than the U.S.
  - C. MNE's and host countries
  - D. MNE's and the U.N.
  - E. MNE's and the World Bank
  - F. Industrial espionage

**REQUIRED READING:**

Ball, Donald and Wendell McCulloch. International Business - Package.  
7<sup>th</sup> edition. New Jersey: McGraw Publisher, 1999-2000.

**SUGGESTED READING:**

The Wall Street Journal.

**REQUIRED WRITING:** A total of five international business case studies. Each case study will be a minimum of five typewritten pages. In addition several one-page current events reports on the international business environment will be completed.

**OUTSIDE ASSIGNMENTS:**

**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.**

In addition to reading and studying the text and lecture notes, students will write current events reports on the international business environment, and prepare five international business case studies.

**INSTRUCTIONAL METHODOLOGY:**

**Check all that apply:**

- lecture
- laboratory
- lecture-laboratory combination

\_\_\_\_\_ directed study

**This course may be offered as a distance education course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.**

Yes   X   No \_\_\_\_\_

**If yes, check all that apply.** (See guidelines for preparation for definitions.)

- X   telecourse
- \_\_\_\_\_ mediated instruction
- \_\_\_\_\_ computer assisted instruction

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students):

4 separate chapter exams .....	40%
5 case studies .....	20%
Current events reports.....	20%
1 final exam .....	<u>20%</u>
TOTAL.....	100%

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**

Yes \_\_\_\_\_ No   X   Number of times course may be taken for credit:   1   .

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

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