

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 110 The Cultural Environment
of International Business

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 48

BASIC SKILLS REQUIREMENTS:

Appropriate language and computational skills.

ENTRANCE REQUIREMENTS:

PREREQUISITE: None.

COREQUISITE: None.

RECOMMENDED PREPARATION: IBUS 100 Introduction to International
Business and Management.

SCOPE OF COURSE: Focuses on the cultural environment of international
business affecting the conduct of four regions in the Pacific Rim:
Canada, Asia, Latin America, and Russia. Students examine the nature
and evolution of culture, language, education, religion, and values as
they apply to business situations. Examines the differences
surrounding political and managerial practices in selected societies.

SPECIFIC COURSE OBJECTIVES: Successful students will

1. analyze the essential guidelines to help relate business
practices to foreign cultural values, and to establish effective
cultural values and effective methods for interacting with people
abroad;
2. explain the guidelines to conduct and establish effective
international business;
3. identify all factors affecting the conduct of international
business in four major regions in the Pacific Rim: Canada, Asia,
Latin America, and Russia;
4. evaluate the differences surrounding political and managerial
practices in related societies of the global market;

5. critically analyze contemporary issues related to current patterns of human and geographical resources as they affect the international business activities in the Pacific Rim.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. The basics of culture
 - A. The environment of a firm
 - B. Definition of culture
 - C. Culture, business culture, and corporate culture
 - D. International business and international management
- II. Language
 - A. What is a language?
 - B. International differences in language
 - C. Language and the political economy
 - D. Language and international business
- III. International education
 - A. International differences in education
 - B. Country and company policies regarding education
- IV. International differences in religion
 - A. Policy implications for the multinational firm
 - B. Economic development and religion
 - C. Religion and political risk analysis
 - D. Religious factors affecting foreign operations
- V. International values
 - A. The place of values in social life
 - B. The role of values in the economy
 - C. Values and protocol
 - D. Values toward times
 - E. Values toward work, wealth, consumption and achievement
 - F. Values toward change
- VI. The cultural environment of the countries in the Pacific Rim of South East Asia
 - A. General customs of Asia
 - B. Values, religion and language differences in doing international business with Japan
 - C. Values, religion and language differences in doing international business with Korea
 - D. Economic development of China and Hong Kong through values, religion, language and wealth
- VII. The cultural environment of the countries in the Pacific Rim of the America's and Canada
 - A. Cultural, economic and religious environment of Canada
 - B. Environment, economic and religion of U.S.A. in the Pacific Basin
 - C. Brazil, Mexico and the rest of the Latin American countries in the Pacific Rim
- VIII. Political environment of countries in the international business arena
 - A. Russia

- B. Australia
 - C. Philippines
 - D. Taiwan
- IX. Definition of technology
- A. International differences in technology
 - B. Policy implications for host countries concerning technology
 - C. Policy implications for multinational corporations
 - D. Social and environmental impacts of technology
- X. Guidelines for approaching an unfamiliar social organization
- A. Implications of foreign social organizations for the multinational firm
 - B. Managing international social change
- XI. The international political system
- A. Actors in the international political system
 - B. Country-level concepts
 - C. Political environment and the multinational firm
 - D. Evaluating the political environment

REQUIRED READING:

Terpstra, Vern and Kenneth David. The Cultural Environment of International Business. 3rd edition. New York: ITP/South-Western Publishing Co., 1993.

SUGGESTED READING:

1. Wall Street Journal.
2. Asia Wall Street Journal.
3. Maquiladora Magazine.
4. Newspaper and magazine articles and handouts appropriate to the course subject matter.

REQUIRED WRITING:

Several current events reports on the international business environment of at least one page in length.

A total of four international business case studies, one each on Canada, Asia, Latin America, and Russia.

Each case must be a minimum of 5 typewritten pages.

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 write 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 No

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

- telecourse
- mediated instruction
- computer assisted instruction

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

Four (4) separate exams @ 10% each..	40%
Four (4) case studies @ 5% each.....	20%
Current events reports.....	20%
One (1) final exam @ 20%.....	20%
TOTAL.....	100%

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

Yes No 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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