INTERNATIONAL BUSINESS — BUSN 1340

A. Course Description

- Credits: 3.00
- Lecture Hours/Week: 3.00
- Lab Hours/Week: 0.00
- OJT Hours/Week: 0
- Prerequisites: None
- Corequisites: None
- MnTC Goals: None

Understand the growing influence of globalization on all areas of business. Assess the global business environment which includes trade, outsourcing, off shoring, legal, technological, political and social and ethical perspectives. Learn the affects of cultural contexts in negotiation and management. Explore strategies for international and global business.

B. Course Effective Dates: 5/21/14 – Present

C. Outline of Major Content Areas

- As noted on course syllabus

D. Learning Outcomes

1. Examine American business practices in the context of simulating an international product launch.
2. Define social and ethical dimensions of conducting business internationally.
3. Rationalize geopolitical effects on global markets while realizing strategic marketing management implications.
4. Define the future of global supply chaining.
5. Explore the reasons for outsourcing while examining trade and off-shoring issues.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment

- As noted on course syllabus

G. Special Information
None noted