

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> BUS 420		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> International Business																			
<b>Course Short Title (if title exceeds 30 characters):</b>																			
<b>Faculty:</b> Faculty of Professional Studies		<b>Department (or program if no department):</b> School of Business																	
<b>Calendar Description:</b> In today's globalized economy, all businesses need to understand the international business environment. This course focuses on business in this environment, with in-depth studies of cultural, social, and economic factors that influence decision making for global impact. Topics include export and import trade, investment transfers, international production, marketing and global monetary systems.																			
<b>Prerequisites (or NONE):</b>		ECON 100 and ECON 101. Note: As of January 2019, prerequisites will change to: 60 university-level credits including ECON 100 and ECON 101.																	
<b>Corequisites (if applicable, or NONE):</b>		None																	
<b>Pre/corequisites (if applicable, or NONE):</b>		None																	
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 45</b> <b>Typical structure of instructional hours:</b> <table border="1"> <tr> <td>Lecture hours</td> <td>30</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>15</td> </tr> <tr> <td>Laboratory hours</td> <td></td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>45</b></td> </tr> </table>		Lecture hours	30	Seminars/tutorials/workshops	15	Laboratory hours		Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		<b>Total</b>	<b>45</b>	<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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<b>Total</b>	<b>45</b>																		
		<b>Maximum enrolment (for information only): 25</b> <b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Annually																	
<b>Department / Program Head or Director:</b> Dr. Frank Ulbrich		<b>Date approved:</b> September 24, 2017																	
<b>Faculty Council approval</b>		<b>Date approved:</b> December 8, 2017																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> February 16, 2018																	
<b>Dean/Associate VP:</b> Dr. Tracy Ryder Glass		<b>Date approved:</b> December 8, 2017																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> February 23, 2018																	

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

- LO 1. Define the nature of international business and the three environments (domestic, foreign, and international) in which an international business person works,
- LO 2. Examine the nature of international organizations and their impact on business,
- LO 3. Explain the uncontrollable forces that make up foreign environments and their effects on business practices,
- LO 4. Illustrate the trends and new directions of global organizations,
- LO 5. Outline the strategy required to successfully position businesses and products in global markets,
- LO 6. Explain challenges and opportunities associated with global manufacturing and integrated supply-chain management,
- LO 7. Analyze issues and trends related to human resources and human capital pools from the perspective of multi-national corporations.

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

Presentations, video materials, handouts, and other supplements to the textbook.

**Grading system:** Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)**

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Daniels, J. D.	International Business: Environments and Operations	<input checked="" type="checkbox"/>	Prentice-Hall	
2.		<input type="checkbox"/>		
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		
5.		<input type="checkbox"/>		

**Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)**

Microsoft Office suite.

**Typical Evaluation Methods and Weighting**

Final exam:	30%	Assignments:	20%	Midterm exam:	30%	Practicum:	-
Quizzes/tests:	10%	Lab work:	-	Field experience:	-	Shop work:	-
Class participation:	10%	Other:	-	Other:	-	Total:	100%

**Details (if necessary):**

**Typical Course Content and Topics**

Module One:

- Globalization and international business
- Cultural environments facing global businesses
- Economic environments facing global businesses
- Political and legal environments facing global businesses
- Globalization and society
- Quiz (LO 1, 2)

Module Two:

- International trade and factor mobility theory
- Governmental influence of international trade
- Cross-national cooperation and agreements
- Global foreign exchange markets
- The determination of exchange rates
- Quiz (LO 3, 4)

Midterm exam (LO 1–4)

Module Three:

- The strategy of international business
- Country evaluation and selection
- Export and import
- Direct investment and collaborative strategies
- The organization of international business
- Quiz (LO 5, 6)

## Module Four:

- Managing international operations
- Global manufacturing and supply chain management
- International accounting issues
- The multi-national finance function
- Human resources management for international organizations
- Quiz (LO 7)

Final exam (LO 1–7)

Class participation (LO 1–7)