douglas college

COURSE INFORMATION

A:	Division:	**INSTRUCTIONAL**	Date:		**MARCH 1996**
B:	Faculty:	**COMMERCE AND BUSINESS ADMINISTRATION**	New Course:		**X**
	Program:	**INTERNATIONAL BUSINESS STUDIES**	Revision of Course Information form:		

C:	**BUSN 400**	D:	**INTERNATIONAL BUSINESS**	E:	3
	Subject & Course No.		Descriptive Title		Semester Credit

F: Calendar Description: This course is a survey of the international business environment. The focus is on the nature of the international business environment -- financial, cultural, social, political and legal -- and the manner in which this environment has changed and continues to change. The focus of this course will be from the perspective of a small- to medium-sized business operations, and will be case-based.

Summary of Revisions:

G: Type of instruction: Hrs per week

Lecture:	3	Hrs.
Laboratory:		Hrs.
Seminar:	1	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify)		
:		Hrs.
Total:	4	Hrs.

H: Course Prerequisites:

ECON 300 and FINC 305 and FINC 340

I: Course Corequisites:

nil

J: Course for which this Course is a Prerequisite:

BUSN 401 and BUSN 405 and FINC 405

K: Maximum Class Size:

35

L:

College Credit Transfer	X
College Credit Non-Transfer	
Non-Credit	

M: Transfer Credit: Requested: **X**

Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU	
SFU	**BUS 346 (3)**
UBC	**ECON 455 (3)**
UNBC	**INTS 304 (3)**
UVIC	**IB 301 (1.5)**
Other:	

Course Designer(s)

Director/Chairperson

Divisional Dean

Registrar

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Griffin, Ricky and Michael Pustay. International Business: A Managerial Perspective, Latest Ed. Toronto: Addison-Wesley Publications Ltd.

O: COURSE OBJECTIVES

The student will be able to:

1. utilize international business theories, and their implications in business activities via a full analysis of business cases;

2. analyze the extent of internationalization;

3. describe the evolution of international business;

4. describe reasons for international business growth;

5. analyze the operations and the players in the global marketplace and various international business centres with focus on small to medium size companies;

6. evaluate the impacts of trade policies on international trade and investment theory;

7. analyze the international trade and patterns;

8. examine the international monetary system and the balance of payments.

P: COURSE CONTENT

1. An overview of international business.

   . What is international business?
   . Business activities
   . The extent of internationalization
   . The evolution of international business

2. Global marketplaces and business centres.

   . The structure of the world economy
   . The marketplaces of Europe, North America, Asia, and South America
   . Building global business strategies

3. Formulation of national trade policies.

   . Rationale for trade intervention
   . Promotion of international trade
   . Controlling of unfair trade practices

4. International co-operation and conflict.

   . The general agreement on tariffs and trade
   . The European union
   . Host country laws
   . The political environment

5. International strategic management.

   . Components of international strategy
   . Scope of operations
   . Distinctive competence

6. Environmental scanning and the SWOT
   (Strength/Weaknesses - Opportunities/Threats) analysis.

   . Control framework
   . Tactics

Q: METHOD OF INSTRUCTION

A combination of lectures, videos, Internet access, and supplementary materials will follow the order of the chapters in the text. The textbook contains 11 cases, each of which will be assigned to and presented in class by students. The focus of the course will be on the cases. Each case will be fully analyzed, and examined in view of the various theories and their implication.

R: COURSE EVALUATION

Midterm	30%
Class participation	10%
Case presentations and write-up (Minimum - 5 cases)	30%
Final exam	30%
	100%