



# EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / Program Area: **Commerce & Business Admin.** Revision  New Course   
 If Revision, Section(s) Revised: **C, H, J**  
 Date of Previous Revision: **2002-09 H**  
 Date of Current Revision: **2004-09**

C: **BUSN 3400** D: **International Business** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
----------------------	-------------------	------------------

<b>F:</b>	Calendar Description: <b>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.</b>	
<b>G:</b>	Allocation of Contact Hours to Type of Instruction / Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 3 Hours</b> <b>Seminar: 1 Hour</b> <b>Total: 4 Hours</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hours per Week = 60 Hours</b>	<b>H:</b> Course Prerequisites:  <b>ECON 3300 and FINC 3305 and FINC 2340 and English 12 with a letter grade of "C" or better or equivalent</b>  <b>I:</b> Course Corequisites:  <b>Nil</b>  <b>J:</b> Course for which this Course is a Prerequisite  <b>BUSN 4401 and BUSN 4405 and FINC 4405</b>  <b>K:</b> Maximum Class Size:  <b>35</b>
<b>L:</b>	PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer:  SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ( <a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a> )	

**M:** Course Objectives / Learning Outcomes

At the end of the course, the successful student should 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.

**N:** 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

**O:** Methods 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.

<p><b>P:</b> Textbooks and Materials to be Purchased by Students</p> <p>Griffin, Ricky and Michael Pustay. <u>International Business: A Managerial Perspective</u>, Latest Ed. Toronto: Addison-Wesley Publications Ltd.</p>										
<p><b>Q:</b> Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Midterm</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Class participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Case presentations and write-up (Minimum - 5 cases)</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final exam</td> <td style="text-align: right;"><u>30%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table>	Midterm	30%	Class participation	10%	Case presentations and write-up (Minimum - 5 cases)	30%	Final exam	<u>30%</u>		<u>100%</u>
Midterm	30%									
Class participation	10%									
Case presentations and write-up (Minimum - 5 cases)	30%									
Final exam	<u>30%</u>									
	<u>100%</u>									
<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p>										

---

Course Designer(s): **Joe Ilsever**

---

Education Council / Curriculum Committee Representative

---

Dean / Director: **Rosilyn G. Coulson**

---

Registrar: **Trish Angus**

© Douglas College. All Rights Reserved.

**Date: September 2004**