



EFFECTIVE: SEPTEMBER 2007
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **September 2007**

B. Department / Program Area: **Commerce & Business Admin. Applied Degrees (Financial Management & Accounting)** Revision New Course

If Revision, Section(s) Revised:
Date of Previous Revision:
Date of Current Revision:

C: BUSN 3401 **D: Principles of International Business** **E: 3**

Subject & Course No.	Descriptive Title	Semester Credits						
<p>F: Calendar Description:</p> <p>This course provides an introduction to international business and its environment. Focus will be on international business issues such as comparative environmental frameworks, trade and investment, foreign exchange market, business-government relationships and managing global business functions.</p>								
<p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 3 Hrs. Seminar: 1 Hr. Total: 4 Hrs.</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours per Week = 60 Hours</p>	<p>H: Course Prerequisites:</p> <p>Completion of 60 credits or BUSN 4470 OR Instructor permission</p>							
	<p>I: Course Corequisites:</p> <p>Nil</p>							
	<p>J: Course for which this Course is a Prerequisite</p> <p>Nil</p>							
	<p>K: Maximum Class Size:</p> <p>35</p>							
<p>L: PLEASE INDICATE:</p> <table style="width: 100%;"> <tr> <td style="width: 50px; text-align: center;"><input type="checkbox"/></td> <td>Non-Credit</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>College Credit Non-Transfer</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td>College Credit Transfer:</td> </tr> </table> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)</p>			<input type="checkbox"/>	Non-Credit	<input type="checkbox"/>	College Credit Non-Transfer	<input checked="" type="checkbox"/>	College Credit Transfer:
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<p>M: Course Objectives / Learning Outcomes At the end of the course, the student should be able to:</p> <ol style="list-style-type: none"> 1. describe the cultural, political and legal environments facing business internationally; 2. analyze trade theories as they pertain to government influence, economic integration, cooperative agreements and foreign direct investment; 3. describe foreign-exchange market and exchange rates; 4. evaluate international business negotiations and diplomacy; 5. analyze tactical alternatives in international operations; 6. evaluate the management of international business functions. 										
<p>N: Course Content:</p> <ol style="list-style-type: none"> 1. Comparative Environmental Frameworks; 2. Trade and Investment theories. 3. Global Financial Environment: Foreign Exchange Markets. 4. International Business-Government relationships. 5. Tactical Operations Alternatives: Country evaluation, collaborative and control strategies. 6. International business operations: marketing, export strategies, accounting and tax functions, human resource management. 										
<p>O: Methods of Instruction</p> <p>Combinations of lectures, supplementary materials & presentations and class presentations.</p>										
<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Daniels, Radebaugh, Sullivan. International Business: Environments and Operations: (latest edition) Prentice Hall Canada.</p>										
<p>Q: Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Midterm exams: (2+)</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Term Case Presentation</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Assignments</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: right;"><u>30%</u></td> </tr> <tr> <td>Total</td> <td style="text-align: right;">100%</td> </tr> </table>	Midterm exams: (2+)	40%	Term Case Presentation	20%	Assignments	10%	Final Exam	<u>30%</u>	Total	100%
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<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>none</p>										

Course Designer(s): **George Stroppa**

Education Council / Curriculum Committee Representative

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

Registrar: **Trish Angus**