



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 405** D: **GRADUATING APPLIED RESEARCH PROJECT** E: **3**

Subject & Course No. Descriptive Title Semester Credit

F: **Calendar Description:** This course is a capstone course for the International Business Studies Program (IBS). 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. A combination of lectures, videos, and supplementary materials will follow the order of the chapters in the text. Cases will be assigned to and presented in class by students. Opportunity prevailing, students will be placed in actual practicum sites, working on international projects. Some of the projects will be used in case analysis, and class presentations.

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.
*:		Hrs.
Total:	4	Hrs.

H: **Course Prerequisites:**
BUSN 305 and BUSN 400 and BUSN 403 and BUSN 404 and ECON 300 and FINC 305 and FINC 405

I: **Course Corequisites:**
nil

J: **Course for which this Course is a Prerequisite:**
nil

K: **Maximum Class Size:**
35

L: College Credit Transfer X
 College Credit Non-Transfer
 Non-Credit

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

Specify Course Equivalent or Unassigned Credit as appropriate:

BCOU
 SFU
 UBC
 UNBC
 UVIC **IB 410 (1.5) or IB 409 (1.5)**
 Other:

 Course Designer(s)

 Director/Chairperson

 Divisional Dean

 Registrar

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Cases, business plans.

O: COURSE OBJECTIVES

The student will be able to:

1. demonstrate a knowledge of all the fundamental issues and concepts of small business, international trade practices, with main emphasis on importing and exporting;
2. identify from case analysis and readings all the financial, legal, economic, and logistics principles of international trade;
3. conduct a comprehensive overall analysis and content of all international business cases for small business operators and be able to present all the findings.

P: COURSE CONTENT

1. International business and economic environment.
2. Legal, political dimensions of international trade for small business operators.
3. Analysis, selection and penetration into foreign markets.
4. Strategies for entering foreign markets.
5. International communication and product promotion strategies.
6. Global pricing and logistics.
7. International marketing of services and agencies.

The above dimensions will be integrated, applied and presented both in case analysis and business plan presentations.

Q: METHOD OF INSTRUCTION

Lectures, case analysis/portfolio preparations and presentations, working with external agencies and companies on their international business proposals.

R: COURSE EVALUATION

Major project	30%
Cases (minimum 5)	30%
Class participation	10%
Final exam	<u>30%</u>
	<u>100%</u>