



EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

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

B. Department / Program Area: **Commerce & Business Admin. International Business Studies** Revision New Course

If Revision, Section(s) Revised: **C, H**

Date of Previous Revision: **1996-03 new course**

Date of Current Revision: **2004-09**

C: **BUSN 4405** D: **Graduating Applied Research Project** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
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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.	
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G: Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 3 Hours Seminar: 1 Hour Total: 4 Hours Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours	H: Course Prerequisites: BUSN 2403 and BUSN 3400 and BUSN 3404 and BUSN 4305 and ECON 3300 and FINC 3305 and FINC 4405 I: Course Corequisites: Nil J: Course for which this Course is a Prerequisite Nil K: Maximum Class Size: 35
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L: PLEASE INDICATE:

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

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

<p>M: Course Objectives / Learning Outcomes</p> <p>The student will be able to:</p> <ol style="list-style-type: none"> 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>N: Course Content:</p> <ol style="list-style-type: none"> 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. <p>The above dimensions will be integrated, applied and presented both in case analysis and business plan presentations.</p>										
<p>O: Methods of Instruction</p> <p>Lectures, case analysis/portfolio preparations and presentations, working with external agencies and companies on their international business proposals.</p>										
<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Cases, business plans.</p>										
<p>Q: Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Major project</td> <td style="text-align: right;">30%</td> </tr> <tr> <td style="padding-left: 20px;">Cases (minimum 5)</td> <td style="text-align: right;">30%</td> </tr> <tr> <td style="padding-left: 20px;">Class participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td style="padding-left: 20px;">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>	Major project	30%	Cases (minimum 5)	30%	Class participation	10%	Final exam	<u>30%</u>		<u>100%</u>
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<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p>										

Course Designer(s):

Education Council / Curriculum Committee Representative

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

Registrar: **Trish Angus**