

COURSE SYLLABUS

Course Title:	Global Business	Date submitted:	Spring 2014 (AAC: 14-26)	
Department:	Business & Technology			
Curriculum:	Business Administration			
Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	Course Code: (eg. ACC 101)	BBG*215		
	Course Type:	L		
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture M: Seminar N: Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio			
	Elective Type:	G		
	E: English FA: Fine Arts HI: History HU: Humanities LAS: Liberal Arts & Sciences FL: Foreign Language M: Math S: Science SS: Social Science G: General			
	Credit Hours:	3		
	Developmental: (yes/no)	No		
	Contact Hours:	Lecture:	3	
		Clinical:	0	
		Lab:	0	
Studio		0		
Other:		0		
	TOTAL:	3		
Class Maximum:	35			
Semesters Offered:	F			
Prerequisites:				
C- or better in Principles of Macroeconomics (ECN*101)				
Corequisites:				
None				
Other Requirements:				
None				
Ability-Based Education (ABE) Statement:	At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.			
Catalog Course Description:	An examination of international trade and multinational business and the expanding global economic integration. Topics discussed include the economic, political, legal, social, and cultural environment for global business, international trade theory and praxis, international financial markets and system, international economic and financial institutions, and an analysis of global business management issues such as global marketing, distribution, production, financial control, and managing a multicultural workforce, as well as questions of ethics and social responsibility.			
Topical Outline: List course content in outline format.	<ol style="list-style-type: none"> 1. Overview of Global Business <ul style="list-style-type: none"> • International Trade, Multinational Business, and Global Economic Integration • Global Business Environment and National Business Environments • The International or Multinational or Transnational, and Multicultural Organization 2. International Trade Theory and Praxis <ul style="list-style-type: none"> • Trade Theory – The Economics and Politics of Free Trade v. Fair Trade and Protectionism • International Trade Treaties – Bilateral, Regional and Global Agreements 			

	<ul style="list-style-type: none"> • National v. Transnational Law of International Trade and the World Trade Organization <p>3. International Financial System</p> <ul style="list-style-type: none"> • Foreign Currencies, Foreign Exchange Markets and Exchange Rates • Foreign Direct Investment, Credit Markets and International Trade Finance • International Monetary System, Balance of Payments, IMF, BIS, and Monetary Policy <p>4. Global Business Management</p> <ul style="list-style-type: none"> • Identifying International and Global Business Opportunities • Global Strategic Analysis and Product and Brand Development • Intercultural Marketing and Global Distribution • Managing Global Production Systems and a Multicultural Workforce • International Financial Management and Control, Transnational Accounting and Taxation • Ethics and Social Responsibility in International Business
<p>Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p>Upon successful completion of this course, the student will be able to do the following:</p> <p>COURSE:</p> <ol style="list-style-type: none"> 1. contrast international, multinational, and transnational exchange and organization 2. explain the case for free trade and the costs of protectionism 3. describe the latticework of international treaties and organizations impacting global business 4. explain the functioning of international currency markets and currency exchange rates 5. explain and illustrate the factors involved in evaluating global business opportunities and a company’s make-buy and location decisions, including factor costs, logistics, country infrastructure, political risk, market access, and foreign exchange rates 6. explain and illustrate the challenge of formulating coherent global product and brand strategies. 7. describe and contrast alternative organizational structures: an international division structure, regional management centers, geographical structure, regional or global product division structure, and the matrix design 8. describe and illustrate the special problems of managing international or global marketing, distribution, production, personnel, accounting and financial control systems 9. outline, illustrate, and assess the special challenges of operating ethically in the international business environment <p>PROGRAM: <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i></p> <ol style="list-style-type: none"> 1. demonstrate the ability to integrate knowledge and apply learned skills for real-world business decision-making 2. demonstrate proficiency in the General Education Abilities as they apply to the business professions <p>GENERAL EDUCATION: <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <p>2. Critical Analysis/ Logical Thinking - Students will be able to organize, interpret, and evaluate evidence and ideas within and across disciplines; draw reasoned inferences and defensible conclusions; and solve problems and make decisions based on analytical processes.</p> <p>Demonstrates: Identifies the issue(s); formulates an argument; explains and analyzes relationships clearly; draws reasonable inferences and conclusions that are logical and defensible; provides support by evaluating credible sources of evidence necessary to justify conclusions.</p> <p>Does Not Demonstrate: Identifies few or no issues; formulates an argument without significant focus; provides an unclear explanation of analysis and relationships; drawing few reasonable inferences and conclusions that are illogical and indefensible; provides little to no support using credible sources of evidence necessary to justify conclusions.</p>

Evaluation: List how the above outcomes will be assessed.	Assessment will be based on the following criteria: 1. tests 2. class Presentations 3. case Study Analyses
Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.	Required: None Desired: None
Textbook(s)	Han, Jerry C. Y., Wild, John J., Wild, Kenneth L., <u>International Business: The Challenges of Globalization</u> , latest edition, Prentice Hall.