

University of Arkansas – Fort Smith
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General Syllabus:

MGMT 22043 Introduction to International Business

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Effective Catalog: 2019-2020

I. Course Information

A. Catalog Description

Emphasizing the interdependence of countries and the changing business trends in the global environment, students are introduced to world geography, socio-politics, global institutions, monetary and economic systems, trade and investment, and ways of entering new markets.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Appreciate the global environment of the business world.
2. Discuss trends in international business, implications, and the future of globalization.
3. Demonstrate an understanding of their discipline in a global environment and apply the principles of their discipline within a global environment.
4. Explain how their discipline impacts or is impacted by those of different cultures.

B. University Learning Outcomes

This course enhances student abilities in the following area:

Global and Cultural Perspectives

Students will appreciate and reflect upon cultural differences and their implication for interacting with people from cultures other than their own through active participation in class discussions and innovative experiential assignments including country study and research, current events, group debate, and presentation of projects. Students will critically read and analyze events occurring in the field of international business.

III. Major Course Topics

- A. Globalization, its main drivers and its impact
- B. World geography and how to identify markets
- C. Political, economic and legal systems
- D. Cultural differences and effects on and business
- E. Ethical issues faced by international businesses
- F. International trade
- G. Regional economic integration
- H. International Institutions
- I. International monetary system
- J. Methods of entering foreign markets
- K. Exporting, importing and countertrade