

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-21-23

I. CATALOG DESCRIPTION

Course Number: BSAD2200
Course Title: Global Business
Prerequisite(s): BSAD1050 (Introduction to Business) recommended.

Catalog Description: An understanding of international business is essential for students in today's interdependent global world. This course will provide students with the knowledge, skills, and abilities to understand the global operations, economic, cultural and social environment within which firms operate. It aims to highlight the realities of international business including its advantages and problems that come when business is conducted on the international stage.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

- A.** Discuss the advantages and disadvantages of conducting business on global scale.
- B.** Examine cultures of countries and how they affect business relationships.
- C.** Examine areas of trade and economic development in a Global Environment.
- D.** Recognize the management, economic, cultural and social economical skills necessary to operate a business globally.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A.** Student Learning Outcomes: *Students will be able to*
 - 1.** Understand the background for international business, the rise in globalization and the US position in international trade.
 - 2.** Understand and appreciate the difference in culture, political, economic, and legal systems cultures of other industrialized countries.
 - 3.** Recognize the differences in beginning international operations, the various entry strategies used.
 - 4.** Understand the theories of international trade and investment including the advantages of specialization.
 - 5.** Identify the fundamental differences in operating procedures in the following areas:
 - a.** Legal Environment
 - b.** Human Resource Management
 - c.** Financial Markets
 - d.** Trade & Investment
 - e.** Economy
 - 6.** Develop insights into international market opportunities.
 - 7.** Understand the skills necessary for business owners and CEO's to develop business enterprise relationships and succeed cross-culturally by:
 - a.** Investigating the concept for new global business enterprise or integration of existing business.
 - b.** Developing a plan for a new global business enterprise or integration of existing business.

- c. Presenting the plan for a new global business enterprise or integration of existing business.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 4: Global Awareness and Citizenship
Outcome 2: Explain the connections between historical and recent events and current global situations related to political systems, economic systems, social systems, and /or environmental issues.
 - 2. GELO 6: Career and Life Skills
Outcome 4: Use digital technology effectively to access, manage, integrate, evaluate, and present information.

IV. CONTENT/TOPICAL OUTLINE

1. Discuss and explore the key issues of Globalization of markets and production.
2. Identify the differences in political economy, culture, and corporate social responsibility in international business.
3. Investigate global trade and investment.
4. Evaluate various market opportunities for international monetary systems in relation to business systems and structures.
5. Describe and explain the global monetary framework in regard to business transactions.
6. Examine strategies and structures that firms adopt to compete effectively in the international business environment.
7. Investigate specific business functions and operations necessary to succeed in the international environment, including exporting, importing, global supply chain management, and global research and development.

V. INSTRUCTIONAL MATERIALS

- A. Required: Charles W. L. Hill & G. Tomas M. Hult, *International Business Competing in the Global Marketplace*, Current Edition. McGraw-Hill. DDA-Direct Digital Access.
 - 1. Connect is required for this course, which is included with the DDA format.
- B. Required Readings/Resources:
 - 1. World Business Culture (<http://www.worldbusinessculture.com/>)
 - 2. International Trade Administration (<http://www.ita.doc.gov/>)
 - 3. United States Department of Commerce (<http://www.commerce.gov/>)
 - 4. United States Commercial Service
(http://www.buyusa.gov/uk/en/doing_business_uk.html)

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Explanation and/or lecture
- B. Video presentation
- C. Student reports
- D. Role play
- E. Guest speaker
- F. Small group activities
- G. Discussion
- H. PowerPoint presentation
- I. Field trips
- J. Internet activities

VII. METHODS OF EVALUATION

- A. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- B. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.
- C. SCC STANDARD GRADING SCALE POLICY

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS

- A.** Policies and Procedures: Please review handout specific to this instructor.