



Western Technical College

10102114 Introduction to International Business

Course Outcome Summary

Course Information

Description	This class is designed to make students more aware of the world around them as business becomes more global every day. To effectively compete in the international arena, students must be aware of the demographics, culture, government, political/economic systems and geography of the countries around the world. The class will also discuss the foreign exchange market, ethical differences and structural issues in international business.
Career Cluster	Business Management and Administration
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

Global 4. 4th Edition. Copyright 2018. Peng, Mike. Publisher: Cengage Learning. **ISBN-13:** 978-1-337-40682-6. Required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Foster Accountability
5. Refine Professionalism: Act Ethically
6. Refine Professionalism: Improve Critical Thinking
7. Refine Professionalism: Participate Collaboratively
8. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Create reports.
2. Demonstrate an understanding of the role of financial institutions.
3. Recognize the interconnectedness of the global economy.

Course Competencies

1. Explore world geography and summarize world history.

Assessment Strategies

- 1.1. Country Ranking Exercise (70% or higher)
- 1.2. Foreign Country Assignment (70% or higher)
- 1.3. International Capitals Exercise (70% or higher)
- 1.4. Written Test (70% or higher)
- 1.5. Written Quiz (70% or higher)

Criteria

You will know you are successful when

- 1.1. You identify the location of 35 countries around the world.
- 1.2. You list two facts about 35 countries around the world.
- 1.3. You identify the three largest countries in the world by land mass, population and exports.
- 1.4. You identify the three largest countries in each continent by land mass, population and exports.
- 1.5. You list the capitals of 25 major countries.
- 1.6. You identify 12 major world history events.

Learning Objectives

- 1.a. Understand how the location of a country impacts doing business there.
- 1.b. Be aware of the influence history has on conducting business in a country.

2. Identify national differences in political economy.

Assessment Strategies

- 2.1. Government and Legal Exercise (70% or higher)
- 2.2. Foreign Country Assignment (70% or higher)
- 2.3. Written Test (70% or higher)
- 2.4. Written Quiz (70% or higher)

Criteria

You will know you are successful when

- 2.1. You identify political, economic and legal systems from a given scenario.
- 2.2. You explain how different national political systems impact business.
- 2.3. You explain how different national economic systems impact business.
- 2.4. You explain how different national legal systems impact business.

Learning Objectives

- 2.a. Understand how the political system in a country affects doing business there.
- 2.b. Understand how the economic system in a country affects doing business there.
- 2.c. Understand how the legal system in a country affects doing business there.

3. Recognize national differences in economic development.

Assessment Strategies

- 3.1. Country Comparison Assignment (70% or higher)
- 3.2. Foreign Country Assignment (70% or higher)
- 3.3. Written Test (70% or higher)
- 3.4. Written Quiz (70% or higher)

Criteria

You will know you are successful when

- 3.1. You identify facts about countries including Gross Domestic Product, Currency, Exports and Imports.

- 3.2. You list the steps in an economic transformation.

Learning Objectives

- 3.a. Explain how the political economy of a country affects economic progress.
3.b. Identify how business practices would change based on economic development.
3.c. List the steps involved in an economic transformation.

4. Examine cultural differences in countries around the world.

Assessment Strategies

- 4.1. Foreign Country Assignment (70% or higher)
4.2. Written Test (70% or higher)
4.3. Written Quiz (70% or higher)

Criteria

- 4.1. You identify the forces that lead to differences in culture.
4.2. You list items that have an impact on culture.
4.3. You identify the major religions around the world.
4.4. You describe the impact culture has on business.

Learning Objectives

- 4.a. Identify forces that lead to differences in culture.
4.b. List items that impact culture, like religion, language and education.
4.c. Explain how cultural differences affect how business is conducted in various countries.

5. Examine ethical challenges and corporate social responsibility when conducting international business.

Assessment Strategies

- 5.1. Foreign Country Assignment (70% or higher)
5.2. Written Test (70% or higher)
5.3. Written Quiz (70% or higher)

Criteria

- 5.1. You identify potential employment practices that could be an ethical challenge.
5.2. You discuss different ethical values in other nations.
5.3. You describe possible ethical issues when doing business internationally.
5.4. You list philosophical approaches to ethics.
5.5. You describe corporate social responsibility.

Learning Objectives

- 5.a. List employment practices that could lead to ethical challenges.
5.b. Consider some ethical values in countries outside the United States.
5.c. Be aware of potential ethical challenges when conducting business in other countries.
5.d. List philosophical approaches to ethics.

6. Explore how government policies impact international trade.

Assessment Strategies

- 6.1. Trade Intervention Exercise (70% or higher)
6.2. Foreign Country Assignment (70% or higher)
6.3. Written Test (70% or higher)
6.4. Written Quiz (70% or higher)

Criteria

- 6.1. You explain the various instruments of trade policy.
6.2. You identify the political reasons why a government would interfere in global trade.
6.3. You list the economic reasons why a government would interfere in global trade.
6.4. You describe the impact of the World Trade Organization on international trade.

Learning Objectives

- 6.a. Explain trade policy instruments used around the world.
6.b. List political and economic reasons why governments interfere in global trade.
6.c. Describe the impact the World Trade Organization has on international trade.

7. Explain the foreign exchange market and the international monetary system.

Assessment Strategies

- 7.1. Foreign Exchange Market Assignment (70% or higher)
- 7.2. Written Test (70% or higher)
- 7.3. Written Quiz (70% or higher)

Criteria

You will know you are successful when

- 7.1. You identify various currencies used around the world.
- 7.2. You describe the functions of the foreign exchange market.
- 7.3. You explain currency futures contracts.
- 7.4. You list the three categories of currency convertibility.
- 7.5. You explain the mechanics of the gold standard as a part of the international monetary system.
- 7.6. You explain the Bretton Woods Agreement including the purpose of the International Monetary Fund.
- 7.7. You compare fixed versus floating exchange rate systems.

Learning Objectives

- 7.a. Describe the functions of the foreign exchange market.
- 7.b. Identify currency futures contracts.
- 7.c. Understand currency convertibility
- 7.d. Identify how the gold standard and the international monetary system are related.
- 7.e. Explain the International Monetary Fund that came out of the Bretton Woods Agreement.
- 7.f. Understand the difference between floating and fixed exchange rate systems.

8. Explore the strategies used in International Business.

Assessment Strategies

- 8.1. International Strategy Exercise (70% or higher)
- 8.2. Written Test (70% or higher)
- 8.3. Written Quiz (70% or higher)

Criteria

- 8.1. You identify international business strategies based on a scenario.
- 8.2. You explain the impact of cost pressures and local responsiveness pressures.
- 8.3. You list the advantages and disadvantages of strategic alliances.

Learning Objectives

- 8.a. Explain the different international business strategies.
- 8.b. Identify the challenges of keeping costs low and being responsive to local markets.
- 8.c. List the advantages and disadvantages of forming an international strategic alliance.

9. Identify issues connected with entering foreign business markets.

Assessment Strategies

- 9.1. Country Entry Decision Assignment (70% or higher)
- 9.2. Written Test (70% or higher)
- 9.3. Written Quiz (70% or higher)

Criteria

- 9.1. You identify issues to be considered when conducting business in foreign markets.
- 9.2. You list first-mover advantages and disadvantages.
- 9.3. You list 6 ways that a business may enter a foreign market.
- 9.4. You identify advantages and disadvantages of various entry modes.

Learning Objectives

- 9.a. Identify issues that must be considered when entering a foreign market.
- 9.b. List the advantages and disadvantages of being the first company to enter a foreign market.
- 9.c. List various ways that a company could begin to do business in a foreign country.
- 9.d. Identify the advantages and disadvantages of various modes of entry.

10. Identify challenges associated with global production.

Assessment Strategies

- 10.1. Written Test (70% or higher)

10.2. Written Quiz (70% or higher)

Criteria

- 10.1. You explain international logistics.
- 10.2. You identify Total Quality Management, Six Sigma and ISO 9000.
- 10.3. You list factors to consider when locating production facilities.
- 10.4. You identify the advantages and disadvantages of making or buying a product abroad.
- 10.5. You explain outsourcing, insourcing, offshoring and nearshoring.

Learning Objectives

- 10.a. Explain the international logistics process.
- 10.b. Describe Total Quality Management, Six Sigma and ISO 9000.
- 10.c. Identify the factors associated with choosing the location of a production facility.
- 10.d. Explain the advantages and disadvantages of making or buying a product abroad.

11. Describe the challenges of marketing in a foreign country.

Assessment Strategies

- 11.1. Written Test (70% or higher)
- 11.2. Written Test (70% or higher)

Criteria

You will know you are successful when

- 11.1. You explain the different product or service attributes expected in other cultures.
- 11.2. You recognize the different distribution strategies necessary in other countries.
- 11.3. You describe how advertising is done differently in various cultures.

Learning Objectives

- 11.a. Explain that product or service attributes vary based on cultural differences.
- 11.b. Recognize that product distribution strategies are different in other countries.
- 11.c. Describe how advertising methods change based on different cultures.