

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
BUS 280 - INTRODUCTION TO INTERNATIONAL BUSINESS (3 CR.)

Course Description

Studies the problems, challenges, and opportunities which arise when business operations or organizations transcend national boundaries. Examines the functions of international business in the economy, international and transactional marketing, production, and financial operations. Lecture 3 hours per week.

General Course Purpose

The course is a broad survey of the field of international business. The focus is on the management and decision-making aspects of international business situations.

Course Prerequisites/Corequisites

An ability to read, comprehend, and analyze material written at a college level. An ability to write and present ideas using Standard English.

Course Objectives

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

- Use research to describe
 - patterns of trade
 - opportunities in local/state/national areas
 - pertinent statistics
- Demonstrate familiarity with relevant economic theory
- Display an appreciation for the political, economic, technological, sociological environment
- Understand the role of culture and cultural literacy in identifying opportunities and developing/implementing international strategy including but not limited to marketing
- Master fundamental import, export and barter procedures
- Understand the process of market assessment and development
- Know the role of production and sourcing
- Discuss the sources and methods of financing trade transactions
- Describe exchange rates, accounting and tax implications, basic insurance and contract aspects
- Describe international management and labor peculiarities and national customs
- Differentiate variations and developments such as export, trading companies, counter trade, joint ventures, subcontracting, turnkey operations
- Know concepts such as multinational firms, LDC's (Lesser Developed Countries)
- Discuss the basics of relevant government laws - documentation, customers and brokerage regulations

Major Topics to be Covered

- International trade opportunities
- International economic theory
- International environment
- Import, export, barter
- Market development
- Production/sourcing
- Financing trade transactions
- Exchange rates
- Tax, insurance, contract implications
- Labor, management, customs peculiarities
- Recent and current developments

Optional Topics

- Multinational companies
- Lesser developed countries

- Government laws
- Documentation
- Customs and brokerage implications
- Geography