

## NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY

### BUS 280 - INTRODUCTION TO INTERNATIONAL BUSINESS (3 CR.)

#### **Course Description**

Provides an introduction to the theoretical principles and practices of the global business environment. Examines the functions of international business in the economy, international and transnational marketing, production, and financial operations. Lecture 3 hours. Total 3 hours per week.

#### **General Course Purpose**

BUS 280 explores the driving forces of the global economy.

#### **Course Prerequisites/Corequisites**

Prerequisite: BUS 100 or department approval

#### **Course Objectives**

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

- Critical Thinking
  - Use information, ideas, and arguments from relevant perspectives to make sense of complex issues and solve problems. Degree graduates will create, evaluate, interpret, and combine information to reach well-reasoned conclusions or solutions.
- Written Communication
  - Develop, convey, and exchange ideas in writing, as appropriate to a given context and audience. Degree graduates will express themselves effectively in a variety of written forms.

#### **Major Topics to be Covered**

- The Global Marketplace
  - Identify and discuss the forces driving Globalization and the global marketplace.
- Global Cultural Environment
  - Recognize and effectively discuss important cultural, social, and geo-political issues and trends as they relate to the global marketplace.
  - Describe national differences in economic systems.
  - Recognize how cultural diversity and sensitivity must be integral components of a successful international business strategy.
- Ethics and Social Responsibility
  - Recognize issues of Ethics and Social Responsibility as they relate to the specific field of international business and the global marketplace.
- Global Trade and Investment Environment
  - Describe classic and modern international trade theories.
  - Explain the role of governmental and non-governmental bodies including United Nations (UN), World Trade Organization (WTO), General Agreement on Tariffs and Trade (GATT), and The Organization of Economic Co-operation and Development (OECD).
  - Explain the purpose and role of Free Trade Agreements.
  - Recognize the importance of foreign direct investment (FDI) and the role of governments in restricting or encouraging FDI.
- Global Monetary System
  - Describe the International Monetary System, Foreign Exchange Markets and the Global Capital Market.
  - Identify international financial institutions and their scope and purpose.
  - Explain the role of the World Bank and International Monetary Fund (IMF)
- Strategy and Structure of International Business
  - Identify common models of global business strategies.
  - Evaluate specific countries and regions as possible markets in a global business strategy.
  - Analyze international business strategies of major global companies.
- International Business Functions

- Explain the dynamics and complexities of the global supply chain as they relate to the global economy and business strategies.
- Recognize how international business principles integrate in all functional areas of business such as marketing, operations, finance, and human resources.
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