



## **COURSE OUTLINE**

<b><u>BUS230</u></b>	<b><u>Global Environment of Business</u></b>	<b><u>3</u></b>
Course Number	Course Title	Credits
<b><u>3/0</u></b>	<b><u>None</u></b>	<b><u>Fall 2008</u></b>
Hours:	Co- or Pre-requisite	Implementation
lecture/Lab/Other		sem/year

### **Catalog description (2006-2009 Catalog):**

This is a survey course in global business. The aim is to introduce students to the challenges confronting a global business due to the socio-political, economic and cultural environments. A discussion of ethics as it relates to these factors will be emphasized. Students are expected to read about topics such as political economy, cultural variation, trade theory, the international monetary system, foreign investment, and foreign exchange markets.

**Is course New, Revised, or Modified?** Formerly called International Business

### **Required texts/other materials:**

**Global BusinessToday 6e**  
**Charles W. L. Hill**  
**McGraw Hill**

### **Revision date:**

August 2008

### **Course coordinator:**

Laura Sosa  
609-586-4800 (x3475)  
sosai@mccc.edu

**Information resources:** The primary information resources used for this course will be the required textbook, additional periodical readings (BusinessWeek, WSJ, NY Times), case studies, videos, the Global Edge website and country specific and organizational websites.

**Other learning resources:** None

## **Course Competencies/Goals:**

The student will be able to:

- explain the meaning of globalization and its impact at both macro and micro levels.
- identify and understand the effects of culture in an international business environment.
- discuss the economic, political and legal risk factors that impact a MNC(Multinational Corporation).
- explain both traditional and modern theories of international trade.
- understand the debate over free trade and expanded regional economic integration and their roles in national economic development.
- understand how the global monetary system works and its implications to a global firm.
- assess country specific risk to recommend an appropriate entry method as well as operational and strategic adjustments to a firm.
- identify unique ethical dilemmas faced in a global environment and apply various approaches to addressing them.

## **Units of study in detail.**

### **Unit 1: Globalization**

1. Definition and types of globalization
2. Role of the Multinational corporation in a global economy
3. Globalization debate

#### **Learning Objectives:**

The student will be able to:

- distinguish between the globalization of markets and production.
- discuss the evolution and role of the MNC in the global economy.
- argue both sides of the globalization debate
- apply basic terminology of global markets

### **Unit 2: Cultural influences**

1. National Cultural and Subcultures
2. Managerial implications of culture

#### **Learning Objectives:**

The student will be able to:

- describe each component of culture using country specific examples
- discuss the managerial implications of cultural differences
- understand the decision making process in a cultural context
- explain the importance of cultural appreciation in business

### **Unit 3: The Environment of Global Business**

1. Political Ideologies
2. Economic Systems
3. Legal systems
4. Ethical Decision Making

### **Learning Objectives:**

The student will be able to:

- explain different political ideologies and their importance in international business.
- identify the origin of political risk and how managers can reduce its effects.
- explain different economic systems such as; free market economy, centrally planned economy, mixed economy and their impact on business.
- define differences in national legal systems
- discuss how economic and political systems are linked to national growth
- identify ethical dilemmas which arise from political and economic environments
- understand the roots of unethical behavior
- apply various philosophical approaches to ethical decision making

### **Unit 4: Cross Border Trade and Investment**

1. International Trade Theory and Policy
2. Political Economy of International Trade
3. History of World Trading System
4. Foreign Direct Investment

### **Learning Objective:**

The student will be able to:

- explain the importance of Smith's Theory of Absolute Advantage and Ricardo's Theory of Comparative Advantage in the Free Trade debate.
- understand the 20<sup>th</sup> century theories of trade
- identify the barriers to trade and economic implications
- identify the political and economic arguments for trade intervention
- define foreign direct investment
- explain the benefits/costs of FDI and economic rationale for government intervention
- understand the role of the WTO and UN in International business

### **Unit 5: Regional Economic Integration**

1. Case for Integration
2. Economic impacts
3. Social impacts

### **Learning Objective:**

The student will be able to:

- distinguish between a free trade zone, custom union, common market, economic and political union.
- discuss prominent regional trading blocks such as; NAFTA, and EU.
- discuss the benefit and drawbacks of regional economic integration.
- explain the political and economic implications of further regional integration

## Unit 6: Global Monetary System

1. International Capital Markets
2. Foreign Exchange Market
3. Determinants of Exchange Rates
4. History of Exchange Rates

### Learning Objective:

The student will be able to:

- discuss the international bond, international equity, and Eurocurrency markets.
- understand the function of the foreign exchange market in determining exchange rates
- explain how exchange rate fluctuations influence the activities of international companies.
- identify the role that interest rates, inflation and market forces have in determining the exchange rate.
- discuss the evolution of the current international monetary system.
- understand the role of the IMF and World Bank

## Unit 7: Competing in the Global Marketplace

1. Formulate Entry Method Strategies
2. Potential Markets And Sites
3. Developing Corporate and Business Unit Strategies
4. Marketing and Human Resource Planning

### Learning Objective:

The student will be able to:

- understand the process for evaluating potential markets
- recommend the appropriate entry method into a foreign market based on country level factors.
- identify the corporate level, Business Unit and departmental strategies
- recommend changes in marketing and human resource strategy as a result of culture, political, or legal factors.

### Evaluation of student learning: [

Quizzes	20%
Test 1	20%
Test 2	20%
Test 3	20%
Research Paper	20%

Letter Grade	Nominal %
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	70-76
D	60-69
F	00-59

**Academic Integrity Statement:** [

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“A student who knowingly represents work of others as his/her own, uses or obtains unauthorized assistance in the execution of any academic work, or gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized.” (Student Handbook). MCCC’s Academic Integrity policy will be fully enforced.

**Reasonable Accommodations for Students with Documented Disabilities**

Mercer County Community College is committed to supporting all students in their academic and co-curricular endeavors. Each semester, a significant number of students document disabilities, which may require learning, sight, hearing, manual, speech, or mobility accommodations to ensure access to academic and co-curricular activities. The college provides services and reasonable accommodations to all students who need and have a legal entitlement to such accommodations.

For more information regarding accommodations, you may visit the Office of Academic Support Services in FA129 or contact them at 609.570.3422 or [urbanb@mccc.edu](mailto:urbanb@mccc.edu).

