



BROWARD COLLEGE COURSE OUTLINE

LAST REVIEW: 2010-2011

NEXT REVIEW: 2015-2016:

STATUS: A

COURSE TITLE: International Current Business Practices

COMMON COURSE NUMBER: GEB 2955

CREDIT HOURS: 3

CONTACT HOUR BREAKDOWN

(Per 16 week term)

CLOCK HOURS: 48

(Voc. Course ONLY)

Lecture: 16 **Lab:**

Clinic: **Other:** 32

PREREQUISITE(S): None

COREQUISITE(S): None

PRE/COREQUISITE(S):

COURSE DESCRIPTION:

Upon successful completion of this course, students should have a broad conceptual viewpoint of international business activity in areas such as finance, marketing, production and manufacturing. This course covers the nature and purpose of business between nations as well as the concepts of the multinational corporation and its importance in the world marketplace. Business concepts of other nations are studied through actual visits to foreign business enterprises. Emphasis is given to the differences in business policies between countries and their relationship to business activity.

UNIT TITLES

- 1. The Nature of Business Activities Between Nations**
- 2. Multinational Corporations**
- 3. Foreign Environmental Concepts**
- 4. Foreign Business Philosophies**

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UNITS

Unit 1: The Nature of Business Activities Between Nations

General Outcome:

- 1.0 The student will be able to understand the nature and purposes of business activities between nations.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 1.1 Discuss why nations trade with each other.**
- 1.2 Define the meaning of an absolute trade advantage and a comparative trade advantage.**
- 1.3 Discuss why nations have balance of trade deficits or surpluses.**
- 1.4 Describe the international economy and its impact on national interests.**

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Unit 2: Multinational Corporations

General Outcome:

- 2.0 The student will be able to understand the concepts of the multinational corporation and its importance in the world marketplace.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 2.1 Discuss the nature of multinational enterprises.**
- 2.2 Describe U.S. policy towards foreign multinational enterprises.**
- 2.3 Describe host country policies toward U.S. multi-national corporations.**
- 2.4 Discuss the meaning of and the reasons for direct foreign investment.**
- 2.5 Detail the reasons for and the application of GATT (General Agreement on Tariffs and Trade).**

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Unit 3: Foreign Environmental Concepts

General Outcome:

- 3.0 The student will be able to contrast U.S. environmental concepts with those of foreign countries through actual visits to foreign business enterprises.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 3.1 Differentiate environmental policies of foreign countries as compared to those of the U.S.**
- 3.2 Discuss new industries created as a result of environmental policies and decisions.**
- 3.3 List improvements resulting from environmental policies and decisions.**

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Unit 4: Foreign Business Philosophies

General Outcome:

- 4.0 The student will be able to discuss the differences in business policies between countries and how these policies impact business activity between nations.**

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 4.1 Discuss how cultural values, ethics and social mores affect a country's business philosophy.**
- 4.2 Explain the European Economic Community and its functions.**
- 4.3 Discuss the impact of developing countries in the world economy.**
- 4.4 Describe the foreign exchange rates and their determination.**
- 4.5 Describe the transfer of international payments.**
- 4.6 Define the balance of international payments.**
- 4.7 Discuss the demand for a new international economic order.**