



# BROWARD COLLEGE COURSE OUTLINE

**LAST REVIEW: 2009-10**  
*2008-2009*

**NEXT REVIEW: 2014-15**  
*2013-2014*

**STATUS: A**  
*A*

**COURSE TITLE: International Business Environment**

**COMMON COURSE NUMBER: MAN2604**

**CREDIT HOURS: 3**

**CONTACT HOUR BREAKDOWN**  
*(per 16 week term)*

**CLOCK HOURS:**  
*(Voc. Course ONLY)*

|          |    |        |
|----------|----|--------|
| Lecture: | 48 | Lab:   |
| Clinic:  |    | Other: |

**PREREQUISITE(S): None**

**COREQUISITE(S): None**

**PRE/COREQUISITE(S):**

**COURSE DESCRIPTION:** A basic course in international business theory and practice focusing on the challenges of managing the operations of an international business in diverse legal, political, economic, and cultural environments. Emphasis is placed on strategic planning and decision-making for the international operations of domestic, foreign and multinational corporations.

## UNIT TITLES

1. The International Business Organization
2. The Economic Environment of International Business
3. Social, Political-Legal, and Cultural Forces
4. Current International Business Concerns

**EVALUATION:**

Evaluation may include but is not limited to the following:

Exams, Quizzes, Presentations, Portfolios, Discussions, Class Participation, Attendance, Projects, Co-ops, Practicum, Internships, Externships, and Research Reports.

*\*\*\* Complete the following only if course is seeking general education status \*\*\**

**GENERAL EDUCATION Competencies and Skills \*:**

Please highlight in **green** font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

|  |  |
|--|--|
| <b>1. Read with critical comprehension</b>   |  |
| <b>2. Speak and listen effectively</b>   |  |
| <b>3. Write clearly and coherently</b>   |  |
| <b>4. Think creatively, logically, critically, and reflectively</b><br>(analyze, synthesize, apply, and evaluate)  |  |
| <b>5. Demonstrate and apply literacy in its various forms:</b><br>(highlight in <b>green ALL</b> that apply)<br>( 1. technological, 2. informational, 3. mathematical,<br>4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or<br>8. environmental ) |  |
| <b>6. Apply problem solving techniques to real-world experiences</b>   |  |
| <b>7. Apply methods of scientific inquiry</b>  |  |
| <b>8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings</b>   |  |
| <b>9. Demonstrate an understanding of and appreciation for human diversities and commonalities</b>   |  |
| <b>10. Collaborate with others to achieve common goals.</b>  |  |
| <b>11. Research, synthesize and produce original work</b>  |  |
| <b>12. Practice ethical behavior</b>   |  |
| <b>13. Demonstrate self-direction and self motivation</b>  |  |
| <b>14. Assume responsibility for and understand the impact of personal behaviors on self and society</b>   |  |
| <b>15. Contribute to the welfare of the community</b>  |  |

*\* General Education Competencies and Skills endorsed by '05-'06 General Education Task Force*

Common Course Number: MAN2604

## **UNITS**

### **Unit 1. The International Business Organization**

#### **General Outcome:**

- 1.0** The students should be able to describe the current global business environment referenced in the Course Overview, identify major types of organizations that play a role in world commerce, and explain their functions and purposes.

#### **Specific Measurable Learning Outcomes:**

Upon successful completion of this unit, the students should be able to:

- 1.1** Define the term "multinational corporation" and describe its major purposes and functions.
- 1.2** List the major U.S. Government agencies and describe their role and purposes in encouraging and regulating international trade and direct foreign investment.
- 1.3** Name and describe the major methods by which a firm may become involved in international business including:
- 1.3.1** Passive exporting
  - 1.3.2** Active exporting
  - 1.3.3** Importing
  - 1.3.4** Licensing
  - 1.3.5** Direct foreign investment
  - 1.3.6** Turnkey operation
  - 1.3.7** Management contracts
- 1.4** Define the terms and explain the functions of:
- 1.4.1** Common Market
  - 1.4.2** EC
  - 1.4.3** Regional Trading Block
  - 1.4.4** Cartel
  - 1.4.5** Trade Agreement
  - 1.4.6** GATT
  - 1.4.7** OPEC
- 1.5** Explain the functions of an international manager.

**Unit 2. The Economic Environment of International Business**

**General Outcome:**

- 2.0 The students should be able to compare the economic systems of the various major world regions and explain how international organizations must adapt their practices to achieve objectives in each environment.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the students should be able to:**

- 2.1 Define "Comparative Economic Advantage" and explain how the concept affects trade among nations.**
- 2.2 Contrast business operations in a free enterprise economy with those in a controlled economy.**
- 2.3 Differentiate between appropriate strategies for firms in a monopolistic environment and in one of competition.**
- 2.4 Define and give examples of the following:**
- 2.4.1 GNP**
  - 2.4.2 GDP**
  - 2.4.3 LDC**
  - 2.4.4 NIC**
- 2.5 Explain the causes of, problems with, and possible solutions for Third World debt.**
- 2.6 Describe the current situation of U.S. Government spending and the national debt, and explain the nature of the current world monetary systems.**
- 2.7 Discuss the functions and goals of the IMF and the World Bank.**

**Unit 3. Social, Political-Legal, and Cultural Forces**

**General Outcome:**

- 3.0 The students should be able to name the major types of social and political/legal issues that impact international business organizations and suggest strategies for adaptation of business practices in various cultural environments.**

**Specific Measurable Learning Outcomes:**

**Upon successful completion of this unit, the students should be able to:**

- 3.1 Define "culture" and list at least 20 components of culture that impact how organizations produce and distribute goods and services to a society.**
- 3.2 Differentiate among first, second, and Third World nations and describe the nature of business within each of the three types of nations.**
- 3.3 Define and contrast business operations under each of the two legal systems:**
- 3.3.1 Code Law**
  - 3.3.2 Common Law**
- 3.4 Identify and describe major world cultural realms in terms of their**
- 3.4.1 Economics**
  - 3.4.2 Government**
  - 3.4.3 System of Commerce**
- 3.5 List and explain the advantages and disadvantages of the major types of trade barriers imposed on international marketers, including**
- 3.5.1 Duties**
  - 3.5.2 Quotas**
  - 3.5.3 Embargoes**
  - 3.5.4 Sanctions**
  - 3.5.5 Boycotts**
  - 3.5.6 Domestic content requirements**
  - 3.5.7 Mixing requirements**
  - 3.5.8 Foreign exchange controls**
  - 3.5.9 Mandatory product adaptation**

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**Unit 4. Current International Business Concerns**

**General Outcome:**

- 4.0** The students should be able to explain the major issues facing an international business firm in today's environment.

**Specific Measurable Learning Outcomes:**

Upon successful completion of this unit, the students should be able to:

- 4.1** Explain methods of trading with nations that have excessive debt, inflation, and currency controls.
- 4.2** Name and describe current U.S. Government programs that affect world trade including:
- 4.2.1** Exodus
  - 4.2.2** HTS classifications for special duties
  - 4.2.3** Various USDOC assistance programs
- 4.3** Describe modern marketing strategy planning concepts.
- 4.4** Identify the world areas subject to high levels of risk due to political instability and terrorism.
- 4.5** List the major types of risk facing a multinational enterprise, and suggest actions to be taken by managers to reduce or eliminate such risks.
- 4.6** Discuss the current U.S. problem of maintaining global competitiveness for U.S. industry.