

Dept. of Business Management

COURSE PREVIEW John R. Bellenoit, Adjunct Professor jbellenoit@wsc.ma.edu

**Title:** International Business 3 credits Required – Business Core – **SENIORS ONLY**

**Catalog Description:** Provides an opportunity to bring the tools and information gained in previous courses to the task of solving managerial problems in international and foreign environments. Focuses on an analysis of market opportunities, methods of entry in foreign business areas, and related business problems. **Prerequisites:** MGMT 0221 and MGMT 0231

**General Educational Competencies:**

Critical Thinking, Quantitative Skills, Communication Skills, Self & Society,  
International Intercultural Awareness, Historical & Geographical Consciousness

**Section I Course Objectives:** Students will be able to increase knowledge of the vocabulary, concepts, principals, practices, functions, challenges, modes of entry of international business, and be able to discuss and critique current international business issues and trends. Students will also have developed an insight into regional trade agreements, foreign currencies, business functions and their impact on international business operations and strategies.

**Section II Description of Specific Learning Activities:**

By opening Weekly Assignment Folders students will be assigned text chapters and be prepared to actively discuss material asynchronously on a WEEKLY ONLINE basis. Students will use the Internet to view links assigned by Instructor.

**Section III Criteria of Evaluation:**

Written Case Reports, Examinations, Supplementary case videos, and Participation in ONLINE Discussions.

**Section IV Course Overview:** Through the use business cases and assigned text material students will examine the global business culture, economic, political, and legal environments which an international business manager would encounter; and assess various global business situations. Students will examine governmental roles in international trade agreements, international business organizations, foreign currencies, foreign direct investment, country evaluation, export and import strategies, global marketing, and global sourcing.

**Section V Facilities, equipment, required:** Access to computer and reliable Internet.

**Section VI Required Text: International Business, 8<sup>th</sup> Ed. Charles W.L. Hill, McGraw-Hill ISBN 007-8137195** Web Link: [www.mhhe.com/hill](http://www.mhhe.com/hill)

*This is a generic interaction plan and the official course syllabus will be available when the student begins the course.*