COURSE PREVIEW    John R. Bellenoit, Adjunct Professor    jbellenoit@wsc.ma.edu
Title: International Business     3 credits     Required – Business Core
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 (3), Examinations (3), supplementary 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 the Internet.

Section VI   Required Text: International Business, 6th Ed.  Charles W.L. Hill,

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