

Office of Academic Affairs
Tarleton State University
Date Prepared: 12/1/08
Dates Revised:

Master Course Syllabus Outline

Department: Management, Marketing and Administrative Systems
Course Prefix/Number: GB 444
Course Title: International Business
Master Syllabus Approved by Department on: 12/1/08

- I. Catalog Description:
Broad coverage of key concepts and issues in international business.
Emphasis on the environment of international business and the operations of the multinational firm.
- II. Prerequisites: Junior classification
- III. Expanded Course Description:

This course is designed to give the student a broader perspective of key concepts and issues in international business. Initial emphasis is on the environment of international business, as well as theories of trade and investment. The operation of a multinational firm is addressed from both micro and macro perspectives with emphases on global currency, capital formation, entry modes, marketing, management, and human resources.
- IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).
At the conclusion of the course the student will be able to:
 - a. Explain the reasons and methods of entering international business through foreign markets and through domestic import/export markets.
 - b. Analyze the cultural, political, economic, and competitive forces of countries' international business environment.
 - c. Identify specific trade and investment theories.
 - d. Understand the impact of government intervention and trade agreements on global business decisions at both the micro and macro levels.
 - e. Utilize currency and stock exchange reports for decision making.
 - f. Select appropriate entry modes and business organization models to match

strategic international business marketing and/or production objectives.

- g. Investigate international business options through the use of primary and secondary data sources.
- h. Apply basic marketing, management, and human resource principles to doing business in or with various countries.

In order to receive credit for the course, the student will have exhibited understanding of the principles of International Business through successful performance on periodic exams, and will have demonstrated the ability to synthesize and apply course concepts in written research reports, case analyses and presentations.

- V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member's individual course outline/syllabus:
 - a) Course Grading Requirements
 - b) Required Text(s)
 - c) Bibliography
- VI. Academic Honesty: Cheating, plagiarism (submitting another person's materials or ideas as one's own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student's own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.
- VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

Signature

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Date