

## Departmental Course Syllabus

**Business Department** \* Academic Instruction Center Suite 325    **Revision:** Spring 2009  
**San Antonio College** \* 1300 San Pedro Avenue \* San Antonio, TX 78212-4299

**Course Number and Title:** IBUS 1305 – Introduction to International Business and Trade

**Credit Hours:** 3

**Instructor:** Varies

**Office:** Varies

**Phone Number:** (210) 486-1414    **Fax:** (210) 486-1503

**E-mail:** Varies

**Web Address:** <http://www.accd.edu/sac/business>

**Office Hours:** To be posted by the individual instructor.

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**I.            Catalog Description:**

This course deals with the techniques for entering the international marketplace. The emphasis of the course is on the impact and dynamics of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. Topics included in this course are patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise.

**II.            Pre-requisites, co-requisites and other requirements:**

NONE

**III.           Text and/or Other Requirements:**

*International Business*; 4<sup>th</sup> ed., Wild – Prentice Hall Publisher

**IV:           Methods of Instruction:**

Methods of instruction include, but are not limited to lecture, accompanied by PowerPoint presentation, class participation, film/video, handouts, possible guest lecture, and text case work as assigned.

**V:            Course Content:**

This course focuses on the nature of International Business. Students will learn the importance of political and cultural differences, the role of monetary and economic systems, the individual firm in the international market and its implications to management.

**VI:           Learning Outcomes:**

**Learning Outcome 1:** The student will be able to gain a working understanding of the issues around globalization, the multinational firm, and develop the foundations for further study in the field of international business.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Understand the most recent issues regarding globalization along with

- the dynamic structure and operations of multinational firms. This will be demonstrated through assignments and on a written examination.
2. Understand the key variables, history, and trends associated with national differences in Political economies; this will be demonstrated on assignments and on a written examination.
  3. Define differences in culture that are often foundations for decision making, and a large differentiation factor in analytical approaches and individual perspective. This will be demonstrated through assignments and on a written examination.
  4. Discuss on a written examination international trade theory, its inter-relationships, and its implications on free trade principles and the free trade arena.

**Learning Outcome 2:** The student will be able to understand the world financial markets, foreign investment, and International Monetary Fund.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Understand the key principles in relationship to Foreign Direct Investment: Comparative Capital Flows, Net Capital Investment, acquisition Strategy, Geographic Diversification, Supply Chain Development, and Joint Venture Strategy. This will be demonstrated on assignments and on a written examination.
2. Understand the benefits and risks associated with regional economic integration; this will be demonstrated on a written examination.
3. Understand the development, history, and operational structure of the International Monetary System; this will be demonstrated on a written examination.

**Learning Outcome 3:** The student will be able to gain an understanding of global capital markets, the multinational firm, and keys to managing in the global marketplace.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Understand the differences, structure, and operations of the numerous and interrelated global capital markets; this will be demonstrated on a written examination and on assignments.
2. Identify on a written examination the key drives and principles impacting multinational strategy in the global markets.
3. Discuss on a written examination the benefits, risks, and operating dynamics of importing, exporting and counter trade.
4. Understand the “value-added” benefits of global manufacturing and the associated complicating issues. This will be demonstrated through case assignments and on a written examination.

**Learning Outcome 4:** The student will be able to understand key geographical regions that are driving global changes.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Study the Asian/Middle Eastern continents, their geopolitical policies, associations to free trade zones, and other global trade issues. This outcome will be demonstrated through assignments and on a written examination.
2. Study the South American/Central American regions, their geopolitical policies, associations to free trade zones, and other global trade issues. This outcome will be demonstrated through assignments and on a written examination.

### **SCANS**

The following SCANS skills will be taught in this course: interprets and communicates information (C7) and understand systems (C15). Foundation skills included are: reading (F1), listening (F5), creative thinking (F7), decision making (F8), seeing things in the mind's eye (F10), knowing how to learn (F11), reasoning (F12), self-esteem (F14), sociability (F15), self-management (F16), and integrity/honesty (F17).

## **VII: Course requirements and grade computation:**

A. College Requirements:

1. A written comprehensive final examination, not to exceed three hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Any exceptions to these requirements must be approved by the appropriate dean. Other examinations are given at the discretion of the instructor.

A student who must be absent from a final examination should petition that instructor for permission to post pone the examination. A student absent without permission from a final examination is graded "F". Postponed examination result in a grade of "I". The final exam must be taken within 120 calendar days from the end of the semester or the grade automatically becomes an "F". (San Antonio College Bulletin, Faculty Handbook – January 1995)

B. Departmental Requirement:

**Workload:** Students are responsible for reading and studying each chapter PRIOR TO class lecture and discussion of the chapter. **THIS IS VERY CRITICAL.** Your success in this class is dependent upon your continued commitment to maintaining a daily study time outside the classroom. You must stay current.

C. Instructor Requirements:

**Grading Scale:**

A	=	90	-	100
B	=	80	-	89
C	=	70	-	79
D	=	60	-	69
F	=	Below 60		

**VIII: College Policies:**

- A. San Antonio College does not discriminate on the basis of race, religion, color, national origin, sex, age, or disability with respect to access, employment programs or services.
- B. "Students are urged not to bring children to either a class or a lab. Minors under the age of twelve (12) must not be left unattended on campus." College Academic Council – April, 1998
- C. ADA Statement: "As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, if accommodation is needed contact the Office of DisABILITY Support Services, CAC 124C, Phone: (210) 733-2347"
- D. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify Disability Support Services, Chance Academic Center 124C, Phone: (210) 733-2347.
- E. Academic Dishonesty: Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic Dishonesty includes, but is not limited to cheating on a text, plagiarism and collusion. For additional information refer to the "Student Code of Conduct": in the San Antonio College Bulletin.
- F. Students are required to silence all electronic devices (e.g., pagers, cellular phones, etc.) when in classrooms, laboratories and the library. College Academic Council, 01/2000.

- G. San Antonio College Attendance Policy: Regular and punctual attendance is required. A student absent for any reason is responsible for all work missed. Absences are recorded from the first day of class. A student absent the equivalent of two weeks of instruction, may be dropped by the instructor with a grade of "W." Both tardiness and early departure from class are forms of absenteeism. The instructor establishes the policy with regard for each.
- H. San Antonio College is a smoke free campus.
- I. ACCD DPS Emergency Phone Numbers:  
ACCD DPS Emergency Phone (210) 222-0911  
ACCD DPS General Phone (210) 208-8099  
ACCD DPS Weather Phone (210) 208-8189 – (For information on college closures)
- J. Students must also abide by the policies, procedures, and rules set forth in the "Student Code of Conduct" and all other policies set forth in the San Antonio College Bulletin.  
[www.accd.edu/sac/sacmain/schedule/SAC\\_Bulletin\\_05-06.pdf](http://www.accd.edu/sac/sacmain/schedule/SAC_Bulletin_05-06.pdf)

## **IX. Miscellaneous Information**

### 1. Retention Period For Student Work, Exams, etc:

Student papers and exams will be retained for one semester after the completion of the course.

### 2. Business Department

For degree plans, general syllabi outlines, and other information on your current course and faculty, please visit the Business Department website at: <http://www.accd.edu/sac/business> or contact us at (210) 733-2700.

### 3. Business Computer Lab

The Business Computer Lab is a student lab that is open to any Business Department student majoring in any of the departments programs and/or taking any department course. For more information, please contact the BCL at (210) 785-6058 or visit us on the web at <http://www.accd.edu/sac/business/lab>.