

IBUS 718: International Business

Course Description /Key Skills

International Business introduces students to basic theories, institutions, and practices of international business, as well as their implications for business decision-making. Topics covered include the causes and consequences of globalization, sociocultural differences across countries, the rationale for international trade and foreign investment, and the institutional arrangements governing cross-border flows of trade and investment.

Through case-based discussion and carefully curated readings, students are prompted to consider theories of trade, modes of entry into foreign markets, government policies and interventions, how nations enhance their competitiveness in global markets, and the challenges of operating in a foreign market with international staff. By the end of the course students should be aware of if not suitably prepared for the responsibilities of a senior management role in a global setting.

- Determine rationale for international trade and foreign investment,
- Evaluate international economic policy proposals, compare regional economic blocs, self-assessment, examine the cultural dimensions of international business

Course Objectives /Goals

G1. Explain how and why international trade and investment take place.

G2. Describe multiple perspectives related to how and why companies invest abroad and why countries care about what those companies do.

G3. Assess how culture impacts business.

G4. Evaluate the implications of international economic policy proposals for companies and communities.

Learning Objectives /Lesson-Level

1. Lesson 1
 - 1.1. **Examine** the role of international business in different regions.
 - 1.2. **Outline** the role of international institutions in shaping the global market.
 - 1.3. **Explain** how countries track their international transactions using the balance of payments.
2. Lesson 2
 - 2.1. **Compare** and contrast the different theories of trade.
 - 2.2. **Apply** Porter's diamond theory to the analysis of global trade.
3. Lesson 3
 - 3.1. **Identify** the measures governments use to influence the direction of trade.
 - 3.2. **Analyze** the impact of trade policy on companies.
4. Lesson 4
 - 4.1. **Compare and contrast** the theories that explain why companies consider investing abroad
 - 4.2. **Describe** the process of how companies consider investing abroad
5. Lesson 5
6. Lesson 6
7. Lesson 7
8. ...

Learning Outcomes /Performance

A1. Readings and lectures

A2. Quizzes

A3. Case Analysis

A4. Discussion

A5. Case Reflection

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