

## BUS 330 International Business

**Purpose:** The purpose of this course is to study topics including international trade, global economic development, currency and exchange rates. Students will also examine global marketing, the impact of globalization on business and business ethics on a global scale.

**Course Format:** International Business consists of three course modules that are divided into Areas of Study. Each Area of Study has several lessons each of which includes a short video presentation (based on the reading material) and a very short quiz to help you measure your learning.



If you are taking the course as independent study it is completely self-paced but must be completed within 90 days. You can watch the video lessons and do the reading on your schedule whenever and wherever you want. All of the reading material you will need is included.

At the end of each Area of Study, you must complete a chapter test to see if you're ready to move on or have some material to review. Once you've completed the entire course, you will be required to take a final proctored exam.

**Learning Objectives:** Upon completion of the three sections of this course, students should be able to:

1. Explain the concept of globalization in the 21st century
2. Analyze the major impacts of globalization on economies at different stages of development
3. Explain the concept of Cultural Intelligence (CQ) and the importance of cultural considerations in global business communication
4. Identify the financial, legal and political factors to be taken into consideration by international businesses
5. Explain how the major international financial and trade organizations and agreements affect global business
6. Compare and contrast the different strategies for international business market entry
7. Describe the strategies for and components of international market opportunity assessment and planning
8. Explain how currency exchange rates affect economies and business decisions
9. Compare and contrast the different approaches to international business organization
10. Identify the human resource considerations and ethical issues for international businesses

**Course Content:** As part of a cooperative arrangement this course uses material that was originally developed by Study.com. The original material has been enhanced to meet the educational standards of the college.

### BUS 330.1 International Business, Trade, Exchange and Finance

First Area of Study: Introduction to International Business

Second Area of Study: Communication & Decision-Making in Global Business  
Third Area of Study: Global Economic Development  
Fourth Area of Study: Key Factors in International Trade  
Fifth Area of Study: International Trade Management & Regulation  
Sixth Area of Study: Exchange Rates & Currency Changes  
Seventh Area of Study: International Finance & Accounting

**BUS 330.2 International Marketing, Management and Human Resources**

First Area of Study: International Market Entry Strategies  
Second Area of Study: Global Marketing and R&D Strategies  
Third Area of Study: How Culture Affects International Business  
Fourth Area of Study: International Operations Management  
Fifth Area of Study: Management & Human Resources in International Business

**BUS 330.3 International Impact, Ethics and the Future**

First Area of Study: Impact of Globalization on Organizations  
Second Area of Study: Impact of Globalization on Countries  
Third Area of Study: Global Business Ethics  
Fourth Area of Study: Future of Globalization