

BUS 220 : International Business

Credits 5

Quarter Offered Fall

This course examines the basics of international business through social, economic, political, and cultural systems perspectives. Topics include foundation concepts, the international business environment, ethics in international business, theories of international trade, emerging markets, and international business strategy. Planning and organizing international operations are integrated with the study of analyzing international business opportunities. This class may include students from multiple sections.

Course Outcomes

Identify and apply strategic solutions to emerging issues in global business and the processes of globalization.

Describe the key concepts influencing international business.

Recognize and analyze the multi-cultural and political issues affecting globalization.

Identify and analyze the basic characteristics of a culture and its impact on business.

Develop the basic skills for conducting research for evaluating business opportunities existing in international settings.

Formulate international market penetration strategies.