

CBA 300: International Business

Standard Course Outline

1. General Information

Course number: CBA 300

Title: International Business

Units: 3 credits

Prerequisites: None

Course Coordinator: Director of International Business Program

Date Prepared: October 2016

2. Catalog Description

Introduction to nature, dimensions, and environment of international business. Emphasis on business functions, practices, and decisions as influenced by cultural, political, economic, social, and institutional factors in various parts of world. Letter grade only (A-F).

3. Curriculum Justification

CBA 300 provides an introduction to the exciting field of international business and to the increasingly vital practice of global management. The focus of the course is upon basic international business and economic concepts, institutions, environmental forces, and management practices in the areas of exporting and importing, global marketing, human resources management, finance, operations, and strategic planning. The course also considers various economic, cultural, and environmental impacts on and by international business and the political opposition they have created. With economic globalization and increasing social connectedness through the Internet and mobile devices, students are and will be impacted by international business as workers, consumers, and citizens. Thus, knowledge of international business is increasingly important in becoming an educated person and business professional.

4. Course Learning Objectives

- **Global Business Functions:** How accountancy, finance, marketing, and HRM adjust internationally and how strategic management, organizational design, manufacturing, and supply chain management operate in a multinational firm.
- **Global Environments:** How historical, geographic, environmental, socio-cultural, economic, political, legal, labor, and competitive factors affect the conduct of international business.

- **Global Critical Thinking:** How the political, competitive, and technological drivers of globalization operate and why they have met resistance from governmental, labor, environmental, and anti-corporate forces.
- **Global Ethics:** How global companies affect their home and host countries, the natural environment, and the economic development of poor nations.

5. Outline of Subject Matter:

Below is an example of a course outline developed to accompany Ball et al. *International Business*, 13th edition (2013). Each unit takes approximately five weeks. Instructors should cover at least 70% of this material even if using a different text. CBA 300 should include both macro and managerial perspectives. Examples of the former include the drivers of globalization and anti-globalization, economic theories of trade, international institutions, global cultural, political, and legal environments, sustainability issues, and the global monetary system and financial markets. Examples of the latter include competitive strategies, organizational issues, assessing global markets, entry modes, exporting and importing, and firm marketing, operations, supply chain management, human resources, accounting, and finance. Class lectures and assignments should generally follow the text, but also present updated and supplemental information. The sequencing of topics may differ from the order presented below.

Chapter	Topic
1	Course Introduction; Globalization and Anti-globalization
2	Trading and Investing and Trade Theories
3	International Institutions
4	Cultural Environments
5	International Business and Environmental Sustainability
	First Exam
6	International Political Environments and Trade Barriers
7	International Legal Environments and Intellectual Property
8	International Monetary System and Financial Markets
9	International Competitive Strategy
10	Organizational Design and Control
11	Global Leadership Issues
	Second Exam
12	Assessing and Analyzing Global Markets
13	Entry Modes
14	Exporting and Importing
15	International Marketing
16	Global Operations and Supply Chain Management
17	International Human Resources Management
18	International Accounting and Financial Management
	Third Exam

Final Exam

Below are some examples of optional topics relevant to CBA 300. Instructors may include different optional topics from the ones listed.

Examples of Optional Topics
International Business History
International Business and Cultural Change
Global Development, Inequality, and Consumption
The Dark Side of Global Business
Women and Work

6. Methods of Instruction

CBA 300 is generally taught in a large-lecture format with over 100 students per class. However, some sections are much smaller, enrolling 30-45 students. These different class sizes influence the method of instruction.

- Larger classes typically rely on PowerPoint lectures and some videos or web-based content. Student performance is measured through multiple-choice questions.
- Smaller classes also feature lectures and video, but can accommodate discussions and student group assignments and presentations.

Although CBA instructors have traditionally assigned different editions of Ball et al. *International Business*, no standardized text is required for all sections. Some examples of the texts that may be used include, but are not limited to, the following:

- Ball, Donald A., Michael Geringer, Jeanne McNett, and Michael Minor (2013), *International Business: The Challenge of Global Competition*, 13th edition, New York: McGraw Hill/Irwin.
- Cavusgil, S. Tamer, Gary Knight, and John R. Riesenberger (2008), *International Business: The New Realities*, 4th Edition, Harlow, UK: Pearson Education Limited.
- Daniels, John, Lee Radebaugh, and Daniel Sullivan (2014), *International Business Environments and Operations*, 15th edition, New York: Pearson.
- Hill, Charles W. L. and G. Tomas M. Hult (2016), *International Business: Competing in the Global Marketplace*, New York: McGraw Hill Education.
- Wild, John J. and Kenneth L. Wild (2015), *International Business: The Challenges of Globalization*, 8th Edition, New York: Pearson.

7. Instructional Policies¹

Grading Policy:

- Final course grades shall be based on at least three (3) demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See Academic Senate policy: http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07.

Policy on Classroom Behavior:

- Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are responsible for notifying the professor in advance of a need for accommodation of a disability that has been verified by the University.

Policies on Withdrawal, Late Withdrawals, and Incompletes:

- The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.

Academic Integrity:

- Students as individuals or teams are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA and University policies regarding academic integrity (see <http://www.csulb.edu/colleges/cba/dean/academic-integrity/>; http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.

Campus Computer/Network Usage:

- Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "Policy Governing Access to and Use of CSULB Computing Resources." These guidelines apply to all computing resources provided by the University; some guidelines are more directly

¹ Please refer to the most updated university instructional policies posted online.



related to time-sharing systems, some to microcomputers and local area networks, and some to all systems.

Disabilities:

- Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.