

MGMT 305 International Business

This course reviews the principles, tools, processes, and practices used by managers to understand international markets, cultures, economies, and political environments and to achieve competitive advantage in an international setting. Topics covered include globalization, country differences (political, economic, legal, and cultural), global trade and investment, global monetary systems, strategy and structure of international businesses, and international business operations and practices. *(Prerequisite: MGMT 205, ECON 202)* (3 credits)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate advanced knowledge and understanding of global macroenvironmental dimensions, trends and their impact on international organizations.
2. Use advanced-level skills to identify key cultural components in an international context and utilize this information to create sound international business strategies.
3. Evaluate and critically analyze the role and impact of political, economic, social, cultural, and trade-related variables in international business.
4. Demonstrate effective oral and written communication skills, including the ability to develop sound and coherent arguments to present complex ideas relating to international business in a succinct and clear manner
5. Operate at an advanced level, both independently and in teams, to solve simulated problems related to business across international boundaries.

Textbook & Course Materials:

- *Charles Hill, 2021, International Business: Competing in the Global Marketplace, 13th Edition, ISBN 9781260262582 Publisher: McGraw Hill*

Course Content:

1. Globalization
2. Government Policy and International Trade
3. Foreign Direct Investment Business
4. Regional Economic Integration
5. The Strategy of International
6. Entering Developed and Emerging Markets
7. Exporting and Importing
8. Global Production & Supply Chain Management
9. Global Marketing
10. National Differences (Political, Economic, Legal)
11. National Differences (Culture)
12. Ethics, CSR, Sustainability
13. Global HRM