

# Minnesota State University Moorhead

## **BUS 145: Introduction to International Business**

### **A. COURSE DESCRIPTION**

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The purpose of this course is to provide an introduction to the area of international business. The aim is to sensitize students to the complexities of managing an organization in the changing international environment. The instructor will focus on the diversity of international cultures and economies. Additionally, the course will focus on the unique international dimensions of organizational concerns such as leading, organizational culture, planning, and staffing in the international business environment.

### **B. COURSE EFFECTIVE DATES: 03/04/2013 - Present**

### **C. OUTLINE OF MAJOR CONTENT AREAS**

1. Introduction to the context of international business
2. Analysis of various sociocultural forces
3. Analysis of various economic forces
4. Analysis of various political forces
5. Intellectual property rights and other legal forces
6. International monetary system and financial forces
7. Introduction to international trade, investment, and global entry modes

### **D. LEARNING OUTCOMES (General)**

1. Write in a clear and professional manner.
2. Prepare and deliver an effective business presentation.
3. Identify and analyze ethical issues in a professional context.
4. Demonstrate basic understanding of business from a global perspective.

### **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

### **G. SPECIAL INFORMATION**

None noted