

BUS M70: INTRODUCTION TO GLOBAL BUSINESS

Originator

nsumal

College

Moorpark College

Attach Support Documentation (as needed)

BUS M70_state approval letter_CCC000615129.pdf

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

M70

Course Title (CB02)

Introduction to Global Business

Banner/Short Title

Global Business

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

Provides an introduction to global business, marketing, finance and logistics. Examines how political, economic, and cultural differences affect the global business environment. Introduces issues related to the importing and exporting of goods, supply chain management, and production.

Additional Catalog Notes

Formerly BUS M40

Taxonomy of Programs (TOP) Code (CB03)

0508.00 - *International Business and Trade

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

A (Transferable to both UC and CSU)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

May be required

Faculty notes on field trips; include possible destinations or other pertinent information

Field trip to local government agencies that provide support to businesses seeking global opportunities.

Grading method

(L) Letter Graded

Alternate grading methods

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class

Minimum Outside-of-Class Hours

105

Maximum Outside-of-Class Hours

105

Total Student Learning

Total Student Learning

Total Minimum Student Learning Hours

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

BUS M30, ENGL M02, and MATH M01

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | identify and explain global business concepts related to marketing, management, human resource management, accounting, finance, production operations management. |
|---|---|

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|--|
| 1 | describe and give current examples of how the following forces impact global businesses and decision-making: social, economic, technological, competitive, and regulatory. |
| 2 | identify, interpret, and analyze cultural diversity and explain the cultural context for global business, trade, and investment. |
| 3 | relate the economics and politics of global trade and investment to establishing and managing global business operations. |
| 4 | explain the functions and form of the global monetary system. |

- 5 discuss the strategies and structures of global business and competition.
- 6 assess the special roles of the various business functions within an global company.
- 7 explain and appraise the role of global trade agencies and major trade agreements such as the World Trade Organization (WTO) and North American Free Trade Agreement (NAFTA).
- 8 explain how global factors affect domestic concerns.
- 9 identify the main institutions that shape the global marketplace.

Course Content

Lecture/Course Content

- **15% - Global manufacturing and materials management**
 - Fundamentals of global trade
 - Picking a location
 - Make-buy-lease decisions
 - Role of information technology
- **15% - Strategy and structure of global business**
 - Risks and rewards of global expansion
 - Structure of domestic and international divisions
 - Modes of entry: exporting, licensing, franchising
- **15% - Global monetary system and capital markets**
 - Foreign exchange market and exchange rate forecasting
 - Global monetary system and the Eurocurrency market
 - Global capital
- **10% - Global trade and investment environment**
 - Instruments of trade (tariffs, quotas, etc.)
 - World trade systems
 - Global trade and foreign direct investment
 - Regional economic integration
- **10% - Political, economic, and cultural differences**
 - Differences in political, economic and legal systems
 - Levels of economic development
 - Social structure, religion, culture, and language
- **10% - Financial management in the global business**
 - Investment decisions
 - Sources of financing
 - Global money management
- **15% - Global human resources management**
 - Staffing policy and issues
 - Training and compensation
 - Global labor relations
- **10% - Global marketing and research and development**
 - Product attributes
 - Distribution strategy
 - Pricing

Laboratory or Activity Content

None

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Skills demonstrations
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Classroom Discussion

Computational homework
 Essay exams
 Group projects
 Individual projects
 Objective exams
 Projects
 Problem-solving exams
 Participation
 Quizzes
 Reports/Papers/Journals
 Reports/papers
 Research papers
 Skills demonstrations

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
 Collaborative group work
 Class activities
 Class discussions
 Case studies
 Distance Education
 Demonstrations
 Group discussions
 Guest speakers
 Instructor-guided interpretation and analysis
 Instructor-guided use of technology
 Internet research
 Lecture
 Role-playing
 Small group activities

Describe specific examples of the methods the instructor will use:

Instructor will use PowerPoint slides to illustrate concepts. In addition, the instructor will model methodology to interpret problems, analyze data, and organize it into useful information.

Representative Course Assignments

Writing Assignments

1. Identify techniques for marketing and distributing goods to an global market.
2. Describe the influence of culture on global business.
3. Write summaries and analyses of the risk and rewards of global markets and cite specific industries.

Critical Thinking Assignments

1. Interpret the impact of regional economic and political integration on a multinational company (MNC).
2. Provide a summary and analysis of a global supply chain.
3. Perform an analysis of a case study of the risks and rewards of business expansion abroad.

Reading Assignments

1. Read appropriate chapters from the text.
2. Read and analyze case studies from business periodicals such as the *Journal of International Business Studies* on such topics as analyzing the global supply chain for a given product.
3. Current articles from websites such as <http://www.marketwatch.com>.

Outside Assignments

Representative Outside Assignments

1. Read articles from business journals on such topics as the strategies and structures of global business and competition.
2. Prepare PowerPoint presentations on assigned topics such as "An analysis of key foreign markets for expansion of a small business."

Articulation**Comparable Courses within the VCCCD**

BUS R180 - Intro International Business
 BUS V43 - International Business

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Alan Hancock College	BUS 140	Survey of International Business	3
Santa Barbara City College	IBUS 102	Introduction to International Business	3

District General Education**A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****Course is CSU transferable**

Yes

CSU Baccalaureate List effective term:

SS'2001

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****UC TCA****UC TCA**

Proposed

Date Proposed:

6/23/2020

Effective term:

Fall 2020

IGETC**Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

DescriptionHill, Charles. *International Business: Competing in the Global Marketplace*. 13th ed., McGraw-Hill, 2021.**Resource Type**

Textbook

Classic Textbook

Yes

DescriptionPeng, Mike W. *GLOBAL 4*. 4th ed., Cengage, 2018.**Resource Type**

Textbook

Classic Textbook

Yes

DescriptionWild, John J., and Kenneth L. Wild. *International Business: The Challenges of Globalization*. 9th ed., Pearson, 2019.**Library Resources****Assignments requiring library resources**

Research and readings from the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Using the Library's online databases, investigate and analyze case studies from business periodicals such as the Journal of International Business Studies on such topics as the influence of geopolitical events on global markets. Read current articles from newspapers such as The Wall Street Journal.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, nasbite.org, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

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100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
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Examinations

Hybrid (1%–50% online) Modality

- Online
- On campus

Hybrid (51%–99% online) Modality

- Online
- On campus

Primary Minimum Qualification

BUSINESS

Review and Approval Dates

Department Chair

03/22/2021

Dean

03/22/2021

Technical Review

03/25/2021

Curriculum Committee

04/06/2021

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

04/08/2021

Control Number

CCC000615129

DOE/accreditation approval date

MM/DD/YYYY

