

Bemidji State University

BUAD 2750: International Business

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Survey of the various dimensions of the international business world. Course content includes national policies affecting trade and investment, international management, international finance, international marketing, international accounting practices, and international law.

B. COURSE EFFECTIVE DATES: 05/10/2010 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. International Business in an Age of Globalization
2. International Trade Theory and Application
3. Foreign Direct Investment Theory and Application

4. The Multinational Enterprise
5. Country Competitiveness
6. The Cultural Environment
7. The Political and Legal Environment
8. International Entry Strategies

9. Organizing and Structuring Global Operations
10. Building and Managing Global Strategic Alliances (GSAs)
11. Managing Global research and Development (R & D)
12. Global Marketing and Supply Chain
13. Social Responsibility and Corruption in the Global Marketplace

D. LEARNING OUTCOMES (General)

None

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted