Bemidji State University

MBA 5140: Global Business

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course provides an overview of the global business environment, including geographic, economic and political perspectives, cultural factors, international trade and investment, technology transfer, human resource capabilities, global supply chains, and global strategies.

B. COURSE EFFECTIVE DATES: 05/07/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Capitalizing on Global and Regional Integration
2. Competing on Marketing and Supply Chain Management
3. Dealing with Foreign Exchange
4. Emphasizing Informal Institutions: Cultures, Ethics, and Norms. Leveraging Resources and Capabilities
5. Globalizing Business
7. Growing and Internationalizing the Entrepreneurial Firm and Entering Foreign Markets
8. Managing Global Competitive Dynamics and Making Alliances and Acquisitions Work
9. Strategizing, Structuring, and Learning Around the World
10. Trading Internationally and Investing Abroad Directly
11. Understanding Formal Institutions: Politics, Laws, and Economics
D. LEARNING OUTCOMES (General)

1. Evaluate the role played by Multinational Enterprises (MNEs) in globalization
2. Analyze and evaluate the formal institutions that underpin global business, politics, laws, and economics
3. Present the case for global and regional economic integration
4. Analyze and apply key terms and concepts of Foreign Direct Investment (FDI)
5. Articulate the importance of global business and explain the basic concepts of international business and global business
6. Analyze and evaluate the role of informal institutions: cultures, ethics, and norms
7. Evaluate the importance of the management of global supply chains and apply the concepts
8. Apply the management principles of global human resources
9. Analyze and evaluate global finance and global governance, including corporate social responsibility
10. Evaluate and apply the concepts of foreign exchange rates and their impact of global business
11. Apply the concepts of international trade, including the theoretical background

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted