

International Business

Course Overview

International Business is a single-semester course that describes international business and its various aspects. This course begins by describing the impact of globalization and the position of the United States in international business. In this course, you'll learn about global trade theories and policies and identify major world economies. In addition, you'll determine the levels of economic cooperation between the economies, and determine the strategies that are required to enter the international business arena. Finally, you'll explain the importance of human resources in global firms and describe various employability skills required in business.

Course Goals

By the end of this course, you will:

- Explain the impact of globalization and describe the position of the United States in international business.
- Describe various theories of global trade and investment.
- Identify and describe the key trade and investment policies aimed at controlling international business.
- Identify and describe the key political and legal systems impacting international business.
- Explain the role of the International Monetary Fund and describe foreign exchange systems.
- Identify and describe the key world economies.
- Identify the different levels of economic cooperation and integration among foreign countries.
- Describe the common entry strategies to initiate an international business and explain the importance of fair trade.
- Explain the importance of strategic planning and list the key factors in determining the right marketing mix.
- Identify and describe the key elements in global sourcing and logistics.
- Explain the role of culture in global business and describe ways to deal with cultural diversity.
- Explain the importance of human resources management in a global firm and identify ways to attract and recruit talent.
- Identify and describe various employability skills required in business.

General Skills

To participate in this course, you should be able to do the following:

- Complete basic operations with word-processing software, such as Microsoft Word or Google Docs.
- Perform online research using various search engines and library databases.
- Communicate through email and discussion boards.

For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Plato Student Orientation document, found at the beginning of this course.

Credit Value

International Business is a 1.0-credit course.

Course Materials

- notebook
- computer with an Internet connection and speakers or headphones
- Microsoft Word or equivalent

Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course instructor may modify the schedule to meet the specific needs of your class.

Early in this course, you'll need to participate in a leadership or career development activity, such as attending a Toastmasters' meeting, a networking event, or volunteering to organize a food drive for a charity organization.

As part of Unit Activity 3, you will describe your experiences about how this participation helped you develop your interpersonal skills and leadership potential.

Additionally, at the end of the course, as part of the Course Activity, you'll need to identify a job profile in two or three different countries and compare employment options of these countries, such as the salaries, benefits, and prerequisites. Further, you'll have to assess your personal marketability for at least two global positions you've identified. After you've done that, compile a list of instructions to prepare to live in each of these foreign countries.

At the end of the course, you will work on and submit a Course Activity based on your findings.

Unit 1: International Business Fundamentals

Summary

In this unit, you'll define international business, identify different types of international business, and explain the impact of globalization on such businesses. You'll also describe and analyze various global trade and investment theories. In addition, you'll describe the key trade and investment policies that intend to monitor international business. Finally, you'll identify and explain the political and legal systems that influence international business.

Day	Activity/Objective	Type
1 day: 1	Syllabus and Plato Student Orientation <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
5 days: 2-6	International Business Environment <i>Explain the impact of globalization and describe the position of the United States in international business.</i>	Lesson
5 days: 7-11	Theories of Global Trade and Investment <i>Describe various theories of global trade and investment.</i>	Lesson
5 days: 12-16	Trade and Investment Policies <i>Identify and describe the key trade and investment polices aimed at controlling international business.</i>	Lesson
5 days: 17-21	Politics and laws <i>Identify and describe the key political and legal systems impacting international business.</i>	Lesson
3 days: 22-24	Unit Activity/Threaded Discussion - Unit 1	Unit Activity
1 day: 25	Unit Game – Para Jumble	Game
1 day: 26	Post-test—Unit 1	Assessment

Unit 2: International Business Transactions

Summary

In this unit, you'll explain the roles, opportunities, and challenges of the International Monetary Fund. You'll also explain the purpose of foreign exchange and global capital markets and describe the impact of venture capital on international business. In addition, you'll describe the key elements of developed, developing, and emerging market economies. Finally, you'll identify the different levels of economic integration among foreign countries.

Day	Activity/Objective	Type
5 days: 27-31	International Monetary System <i>Explain the role of the International Monetary Fund and describe foreign exchange systems.</i>	Lesson
5 days: 32-36	Foreign Exchange and Global Capital Markets <i>Explain the purpose and functions of foreign exchange and global capital markets.</i>	Lesson
5 days: 37-41	World Economies <i>Identify and describe the key world economies.</i>	Lesson
5 days: 42-46	Economic Cooperation and Integration <i>Identify the different levels of economic cooperation and integration among foreign countries.</i>	Lesson
3 days: 47-49	Unit Activity/ Threaded Discussion - Unit 2	Unit Activity
1 day: 50	Unit Game – Space Jumble	Game
1 day: 51	Post Test – Unit 2	Assessment

Unit 3: Going Global

Summary

In this unit, you'll explain the common entry strategies to initiate global business. You'll also define fair trade and describe its benefits in domestic and international business. Next, you'll describe the elements of business, corporate, and international strategies. Further, you'll identify and describe the key elements in global sourcing and logistics. In addition, you'll explain the ways in which culture influences business. You'll also identify the role of human resources management in global business. Finally, you'll identify and describe the various employability skills required in business.

Day	Activity/Objective	Type
5 days: 52-56	Strategies to Enter the International Market <i>Describe the common entry strategies to initiate an international business and explain the importance of fair trade.</i>	Lesson
5 days: 57-61	Strategic Planning and Marketing <i>Explain the importance of strategic planning and list the key factors in determining the right marketing mix.</i>	Lesson
5 days: 62-66	Global Sourcing and Logistics <i>Identify and describe the key elements in global sourcing and logistics.</i>	Lesson
5 days: 67-71	Cultural Elements in International Business <i>Explain the role of culture in global business and describe ways to deal with cultural diversity.</i>	Lesson
5 days: 72-76	Human Resources Management <i>Explain the importance human resources management in a global firm and identify ways to attract and recruit talent.</i>	Lesson
5 days: 77-81	Employability Skills <i>Identify and describe various employability skills required in business.</i>	Lesson

Day	Activity/Objective	Type
3 days: 82-84	Unit Activity/ Threaded Discussion - Unit 3	Unit Activity
1 day: 85	Unit Game – Thwack-A-Mole	Game
2 days:	Course Activity	Course Activity
1 day: 88	Post-test – Unit 3	Assessment
1 day: 89	Semester Review	
1 day: 90	End-of-Semester Test	Assessment