

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Business Management</u>
COURSE RUBRIC AND NUMBER	<u>IBUS 1305</u>
COURSE TITLE	<u>Introduction to International Business and Trade</u>
COURSE CREDIT HOURS	<u>3 3 :</u> Credits Lec Lab

I. Catalog Description

Instructs in the techniques for entering the international marketplace. Emphasizes the impact and dynamics of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. Includes topics on patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise. **(3:0)**.

II. Course Objectives

A. Unit I – Environment of Management

By the time the student finishes this unit of instruction, he/she will be able to:

1. Identify, define, and discuss the challenges facing international management.
2. Identify, define, and discuss the political, economic, and legal environment in international management.
3. Identify, define, and discuss the challenges of managing interdependence and social responsibility.

B. Unit II – The Cultural Context of International Management

By the time the student finishes this unit of instruction, he/she will be able to:

1. Identify, define, and discuss the role of culture in international management.
2. Identify, define, and discuss cross-cultural communication in international management.
3. Identify, define, and discuss negotiating and decision-making in international management.
4. Use a model for decision-making in solving case studies for certain units of this syllabus.

C. Unit III – Formulating and Implementing Strategy for International Management

By the time the student finishes the unit of instruction, he/she will be able to:

1. Identify, define, and discuss strategy formulation for international markets.
2. Identify, define, and discuss strategies and implementation for cross-border alliances.
3. Identify, define, and create international organizational structures and coordinating systems.

D. Unit IV – Managing Human Resources Around

By the time the student completes this unit, she/he will be able to:

1. Identify, define, and discuss staffing in global organizations.
2. Identify, define, and discuss training in global operations.
3. Identify, define, and discuss the handling of expatriates.
4. Identify, define, and discuss international labor relations in global human resource management.
5. Identify, define, and create strategies for motivation in an international operations.
6. Identify, define, and work with international teams and workforce diversity.

III. THECB Learning Outcomes (WECM)

1. Explain terms used in the international business environment.
2. Discuss internal and external factors influencing the conduct of international business.

IV. Evaluation

The grading scale for this course:

A=90%-100%
B=80%-89%
C=70%-79%
D=60%-69%
F=0%-59%

V. Disability Statement (Americans with/Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024)

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.