

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE	INTERNATIONAL BUSINESS
CODE NO.	INT200
PROGRAM	BUSINESS
SEMESTER	FOUR
DATE	JANUARY 1998
AUTHOR	PENNY PERRIER

NEW                  REVISED X

APPROVED              
DEAN

~^                  DATE

COURSE CODE

CODE NO

**I. COURSE DESCRIPTION:**

This course will introduce the student to the terminology and dynamics of international trade. This course requires a significant amount of self-direction on the part of the participant. Resources to support the assignments which will form the biggest portion of the students' grade can be found in a variety of places and students will be encouraged to use creativity and initiative in seeking them out.

**H LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:****A. Learning Outcomes:**

1. Outline and evaluate the role of international trade - past, present and future.
2. Identify the human and cultural challenges facing businesses in the international arena.
3. Analyze the political and legal challenges of international trade.
4. Explain the methods of payment between businesses and the challenges of trade finance.
5. Critique the dynamics of international marketing.
6. Outline the role of government in international business.

**B.. Learning Outcomes and Elements of the Performance:**

Upon successful completion of this course, the student will be able to:

1. Outline and evaluate the role of international trade - past, present and future.

**Elements of the performance:**

- trace the development of international trade since World War II. C K P ' ^
- discuss the classical theories of international trade.
- analyze modern theories of international trade.

*This learning outcome will constitute 10% of the course's grade.*

2. Identify the human and cultural challenges facing businesses in the international arena.

Elements of the performance:

- define the concept of culture.
- assess the relevance of culture.
- outline some boundaries for analyzing cultural differences.
- summarize language barriers and difficulties in communication.
- recognize the impact of attitudes.
- describe the dynamics of cross-cultural negotiations.

This learning outcome will constitute 25% of the course's grade

3. Analyze the political and legal challenges of international trade

**Elements of the performance:**

- identify the factors causing political risk.
- develop political risk strategic management
- outline political risk analysis
- explain political risk insurance
- identify steps in building local alliances.
- expound on the concept of becoming a good citizen in a foreign country
- describe the nature of enforcing national laws
- detail international trade laws
- discuss international dispute settlement
- explain legal risk analysis

This learning outcome will constitute 15% of the course's grade.

4. Explain methods of payment and the challenges of trade finance.

**Elements of the performance:**

- describe the international financial system
- summarize international financial institutions
- outline The World Bank operations
- explain the foreign exchange system
- identify the instruments used in the foreign exchange market
- discuss international money markets

This learning outcome will constitute 15% of the course's grade

5. Critique the challenges of international marketing

**Elements of the performance:**

- compare and contrast domestic marketing versus international marketing
- describe the international marketing mix
- explain product policy for international markets
- identify the dynamics of pricing for global markets
- summarize international distribution systems
- explain the dynamics involved in international promotion and advertising
- describe the international marketing plan

This learning outcome will constitute 25% of the course's grade.

6. Outline the role of government in international business

**Elements of the performance:**

- identify the free trade agreements
- describe the government programs that support international trade
- detail the role of trade commissioners
- outline the roles of some of the international organizations

This learning outcome will constitute 10% of the course's grade.

**m. REQUIRED RESOURCES/TEXTS/MATERIALS:**

To be determined by the Professor

**IV. EVALUATION PROCESS/GRADING SYSTEM**

**MAJOR ASSIGNMENTS AND TESTING**

**TIME FRAME**

International Business involves three hours per week for the entire semester. Students are expected to attend class and to participate in class activities.

## METHOD OF ASSESSMENT (GRADING METHOD)

Students will be assessed on the basis of their written assignments and tests.

The following letter grades will be assigned in accordance with The School of Business and Hospitality Guidelines

A+	Consistently outstanding	(90% -100%)
A	Outstanding achievement:	(80% - 89%)
B	Consistently above average achievement	(70% - 79%)
C	Satisfactory or acceptable achievement	(60% - 69%)
R	Repeat - The student has not achieved the objectives of the course and the course must be repeated.	(Less than 60%)
CR	Credit exemption	
X	A temporary grade, limited to situations with extenuating circumstances, giving a student additional time to complete course requirements	

## GRADING

Written work assigned and graded will constitute 60% of the grade. Tests will constitute 30%, with 10% given for attendance and participation.

### V. **SPECIAL NOTES:**

#### Special Needs

If you are a student with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717,491 so that support services can be arranged for you.