



COURSE OUTLINE: GBM304 - INTL. MARKET ENTRY

Prepared: Gabriel Araba

Approved: Bob Chapman - Dean

Course Code: Title	GBM304: INTERNATIONAL MARKET ENTRY STRATEGIES
Program Number: Name	2109: GLOBAL BUSINESS MGMT
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2025-2026
Course Description:	This course examines what individuals in organizations need to know and do to ensure the success of new international ventures. Students will learn how to research market entry options, analyze them, and then select the most effective strategy necessary. They will acquire knowledge to implement and manage new market entry strategy and build a successful future in new market. Students learn how to choose the most advantageous market entry strategy based on research and analysis of options and potential issues, develop an international business plan that details key business strategies with metrics to monitor success, excel in new markets by establishing and managing strategic alliances through use of research, evaluation, negotiation and continued communication, establish and maintain productive business relationships using knowledge of target market's culture, and maximize profit, efficient distribution, control by managing direct and indirect exports.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	2109 - GLOBAL BUSINESS MGMT
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Collect, process and interpret data used to support international business
	VLO 2 Develop, execute and analyze the results of a comprehensive global business plan
	VLO 3 Conduct business with diverse populations using culturally appropriate methods in compliance with relevant laws and regulations
	VLO 5 Plan, direct, execute and evaluate individual and team projects
	VLO 10 Apply the principles of business ethics and international corporate responsibility
	VLO 14 Apply entrepreneurial strategies to maximize the effectiveness of international business initiatives
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology



and information systems.

EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.

EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.

EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.

Course Evaluation:

Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Other Course Evaluation & Assessment Requirements:

Knowledge gained in this course contribute to the completion of the GBM404 - Final Applied Project.

Books and Required Resources:

International Market Entry Strategies by FITTskills
 Publisher: FITT (Forum for International Trade Training Inc.) Edition: 7.3
 Version 7.3

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Planning for international market entry: Making choices and establishing the route to global success.	1.1 Selecting a market entry strategy. 1.2 Finding the right partners. 1.3 Preparing the international business plan.
Course Outcome 2	Learning Objectives for Course Outcome 2
Develop an international business plan, including key business strategies with metrics to monitor success.	2.1 Establishing and managing direct and indirect exporting. 2.2 Establishing and managing Franchisee/Licensee relationships. 2.3 Negotiating contracting and partnering agreements. 2.4 Establishing and managing foreign direct investments. 2.5 Managing international business operations.
Course Outcome 3	Learning Objectives for Course Outcome 3
Review of practical requirements for international Trade law and ethics, develop, implement and monitor an organizational code of ethics/ conduct to support professionalism and organizational decision making in international trade activities.	3.1 Refresh understanding legal considerations in international trade. 3.2 Analyze international contracts and partnerships agreements. 3.3 Protection of intellectual property in international trade. 3.4 Align business practices with legal requirements of international initiatives. 3.5 Establish and implement ethical international business practices.
Course Outcome 4	Learning Objectives for Course Outcome 4
Establish intercultural competence: Gaining new perspectives.	4.1 Understanding culture`s impact on international trade. 4.2 Developing intercultural relationships.



Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Case Study Analysis/Assignments/Quizzes	30%
Final Exam	30%
Mid-term Exam	20%
Report and Presentation - International Market Entry	20%

Date:

August 19, 2025

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

