



## COURSE OUTLINE: GBM304 - INTL. MARKET ENTRY

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

<b>Course Code: Title</b>	GBM304: INTERNATIONAL MARKET ENTRY STRATEGIES
<b>Program Number: Name</b>	2106: GLOBAL BUSINESS MGMT
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Semesters/Terms:</b>	20F, 21S
<b>Course Description:</b>	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.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	45
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2106 - GLOBAL BUSINESS MGMT</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	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 8 Apply leadership and teamwork skills establishing and maintaining working relationships
	VLO 9 Apply quality control and assurance programs to sourcing and supplying
	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
	VLO 15 Employ environmentally sustainable practices within the profession
	<b>Essential Employability Skills (EES) addressed in this course:</b>

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.



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- 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%, C

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

**Other Course Evaluation & Assessment Requirements:**

The knowledge acquired in this course and the presentation of the International Market Entry Plan report in this course contributes to the final Applied Project report in this Program. This report is collated by individual student with other reports to form the Final Applied project Report in Semester 4.

This course has an accompanying Forum for International Trade (FITT) assessment. This is a multiple-choice format exam taken online towards obtaining the FITT Diploma. Please note that there is an overlap between this Course and GBM204-International Business Law which deals with the Legal aspect of International Trade. This is to help students gain in-dept knowledge of the course material since there would be the FITT assessment.

**Books and Required Resources:**

International Market Entry Strategies by FITTskills  
 Publisher: FITT (Forum for International Trade Training Inc.) Edition: Seventh Edition  
 ISBN: 978-1-988782-02-7  
 Printed 2017, Copyright 2017 FITT

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
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
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
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 Contracts and Partnering Agreements 2.4 Establishing and Managing Foreign Direct Investments 2.5 Managing International Business Operations
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
3. Review of Practical Requirements for International Trade Law and	3.1 Refresh Understanding legal Considerations in International Trade 3.2 Analyze International Contracts and Partnerships

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	Ethics, Develop, implement and monitor an organizational code of ethics/ conduct to support professionalism and organizational decision making in international trade activities.	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
	<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
	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:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
Case Study Assignments	20%
Final Exam	20%
FITT Assessment	20%
Mid-term Exam	20%
Report and Presentation - International Market Entry	20%

**Date:**

June 17, 2020

**Addendum:**

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

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