



Course Name: Global Business

Course Number: BBG 215

Credits: 3

Catalog description: A survey course designed to analyze international trade data and identify major trading groups, their predominant trading partners, their economic status, categories of products traded, and to describe the importance of social, cultural, economic, political, religious, and legal environments in international trade. The course will focus on the importance of Globalization within the scope of worldwide trade, including both trade agreements and trade issues among the various trading bloc countries.

Prerequisite: ENG 101 or permission of the instructor

Corequisite, or Parallel: ENG 101 or permission of the instructor

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

BUS Business elective

Course objectives:

General Education Goals and Outcomes:

None

Course-Specific Outcomes:

1. Describe our global environment
2. Describe the diversity and competitiveness of international business



3. Describe the social, cultural, political, economic, religious and legal aspects of each country he/she wishes to trade with
4. Each student will choose a different country and will describe in writing and orally the above aspects of the country and why
5. Identify the three environments common to international business: domestic, foreign, and international
6. Explain the differences in the environmental forces of the markets in which they operate
7. Through electronic media, magazines, videos, and articles read and discuss pertinent aspects of the global environment
8. Team and group activities are a critical and important part of this course; thus learning, organizing, and drawing inferences are critical

Course Content:

Part 1: Global Business Environment

- A. Globalization

Part II: National Business Environment

- A. Cross-Cultural Business
- B. Political Economy and Ethics
- C. Economic Development of Nations

Part III: International Trade and Investment

- A. International Trade Theory
- B. Political Economy of Trade
- C. Foreign Direct Investment
- D. Regional Economic Integration

Part IV: The International Financial System

- A. International Financial Markets
- B. International Monetary System

Part V: International Business Management



- A. International Strategy and Organization
- B. Analyzing International Opportunities
- C. Selecting and Managing Entry Modes
- D. Developing and Marketing Products
- E. Managing International Operations
- F. Hiring and Managing Employees

Date Course Created:

Date of Last Revision: 04/04/2017