A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course will bring together the full range of factors influencing companies doing business across borders that were covered in the required IBUS 611; globalization, political economies, culture, ethics, legal systems, trade, investment, currency issues, market entry, production, logistics and marketing, and apply them to management decision-making in national and regional operating environments around the world. The syllabus may be modified at short notice to accommodate current world events impacting the international business environment.

B. Course Effective Dates: 01/10/2011 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Develop an advanced understanding of the competitive drivers (political, technological, market, cost) that are pushing domestic firms to internationalize their operations.
2. Develop the practical research skills needed to critically analyze and apply international data to help make better management decisions and to create an investment or marketing plan for a firm operating in an increasingly global business environment.
3. Evaluate international business management practices in terms of their effectiveness in trade and investment strategies.
4. Illustrate and apply theoretical principles and empirical evidence of company practices when doing business internationally, with particular reference to major world market/sourcing/investment regions: The European Union; Latin America; East, South East and South Asia; Others as needed (student choice).

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

None