A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course provides students with an in-depth understanding of international factors directly or indirectly affecting day-to-day operations and management decision making of small, mid size, and large organizations that pursue business opportunities internationally. Emphasis is placed on research, analysis, and decision making skills essential to success in an increasingly international business environment.

B. Course Effective Dates: 02/17/2010 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Compare and contrast the theoretical principles and day-to-day practices of international business and ascertain the implications for a firm’s various domestic functions.
2. Develop a more thorough understanding of the competitive drivers (political, technological, market, cost) that are pushing firms to internationalize their operations.
3. Appraise the different management issues associated with a company’s stage of global development and foreign market entry.
4. Evaluate international business management practices in terms of their effectiveness in trade and investment strategies.
5. Evaluate international business management practices, and design effective international commercial strategies
6. Propose international business management strategies and tactics that incorporate cross-cultural principles and procedures of gender, ethnicity, ethics and religion

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Pre-requisite: MBA or equivalent degree.