

Course # and Name as it appears in the catalog
GBUS 405 - Global Business**Credit Hours:** #3**Scheduled hours per week**

Lecture: #3

Hybrid

online

Lab: #

Other: #

Catalog Course Description: A study of the emergence of the “global economy” and its impact on business in the United States. International marketing channels, financial markets, management challenges and opportunities are covered in this course. (Pre-requisite: Senior status) Common Professional Component Course.

Pre-requisites: Senior Status and Admission to BSBA or BASBA

Co-requisites: na

Course Learning Outcomes:

Upon completion of this course, the student should be:

- Able to describe and understand the complexities of international business and the process of globalization and why it is important to any business person.
- Understand issues of international trade: volume, patterns, and differences between trade volume and world output.
- Identify the differences between absolute advantage and comparative advantage.
- Describe the cultural, political, and economic motives behind governmental intervention in trade. What methods do governments use to promote or restrict international trade including FDI? Explain why and how governments restrict currency convertibility.
- Discuss the importance of various organizations whose mission is to promote and enable free trade, including the United Nations, the International Monetary Fund, World Trade Organization, and the European Union.
- Describe culture and explain the influence of both national culture and subcultures and their impact on business activities around the world.
- Distinguish among the major types of political systems and legal environments around the world and identify potential risks and issues managers need to deal with while doing business globally. Review efforts to standardize business laws around the world.
- Relate the main categories of economic systems and the advantages of disadvantages of each.
- Define economic development. Describe the experiences of countries during their economic transition and identify how (and if) they are able to overcome obstacles.
- Able to relate the extent to which US companies participate in international business from Foreign Direct Investment to building and running foreign plants.
- Able to define the levels, benefits, and drawbacks of regional economic integration in the Americas, Europe, the Middle East, and Africa.
- Identify the key financial centers of international capital markets.
- Describe the international bond, equity, and Eurocurrency markets.
- Identify the main instruments and institutions of the foreign exchange market.
- Identify the factors that help determine exchange rates and their impact on business. GBUS 405 Global

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- Review the issues related to conducting research on making foreign investments. What challenges are presented by the lack of and reliability of data? Explain how companies evaluate potential new investment projects. Identify the issues important to countries when evaluating investment proposals.
- Explain why and how companies use exporting, importing, and countertrade. Explain the various means of financing export and import activities. Identify the different contractual entry modes and discuss the pros and cons of each. Explain the various types of investment entry modes.
- Discuss the important strategic factors in selecting an entry mode.
- Explain issues related to staffing overseas operations, including recruitment, training and development, and compensation decisions.
- Describe the three potential sources of financing, and the main financial instruments of each.
- Describe the factors that influence product policies in international companies. What challenges do they face in promotional and pricing strategies?
- Able to discuss current events and topics that are relevant in the global business, drawing upon current literature and journals for information.
- Able to think strategically about a company and the challenges and opportunities of operating in different countries around the world.
- Able to use problem solving and decision making techniques to analyze, research, and implement solutions for companies doing business around the world.

Relationship of Course to Program or Discipline Learning Outcomes:

Bachelors of Science in Business Administration	
(BSBA) Program Outcomes	
<i>Accounting Specialization (ACCT):</i>	
• Communicate effectively and professionally both orally and in writing including complex report generation.	X
• Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective.	X
• Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.	X
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.	X
• Interpret and analyze accounting information for internal control, planning and performance evaluation.	
• Demonstrate knowledge of generally accepted accounting principles and procedures and apply these to financial reporting situations to corporate and board of directors' level executives.	
• Be able to demonstrate knowledge of the global business environment and how financial reporting differs from the United States to other countries.	X
• Demonstrate an ability to communicate complex auditing procedures and apply auditing techniques to provide assurance of the validity of financial reporting.	
• Demonstrate an understanding of the United States Income tax code and how to research complex tax situations to provide maximum benefit to the organization.	
• Be able to demonstrate an understanding of the legal environment of business.	X
• Be able to demonstrate an understanding of the ethical responsibilities of those in accounting practice and the importance of strong ethical standards to the functioning of the financial world.	
• Be admission-ready for a Master of Business Administration program if desired.	X
• Be ready to sit for the Certified Public Accountant (CPA) exam if desired.	

Bachelors of Applied Science in Business Administration	
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(BASBA) Program Outcomes	
<i>Accounting and Financial Management Concentration (AFM):</i>	
<ul style="list-style-type: none"> Communicate effectively and professionally both orally and in writing including complex report generation. 	X
<ul style="list-style-type: none"> Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business. 	X
<ul style="list-style-type: none"> Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities. 	X
<ul style="list-style-type: none"> Build on the accounting--related competences developed in the AAS program and interpret and analyze accounting information for internal control, planning, and performance evaluation. 	
<ul style="list-style-type: none"> Demonstrate knowledge of generally accepted accounting principles and procedures and apply these to financial reporting situations. 	
<ul style="list-style-type: none"> Demonstrate knowledge of the global business environment and how financial reporting differs from the United States to other countries. 	
<ul style="list-style-type: none"> Demonstrate an ability to communicate financial results to various stakeholders that increases the understanding of the financial situation of the organization. 	
<ul style="list-style-type: none"> Function as a member of a financial planning team and provide support to other areas of the organization requiring timely financial data. 	
<ul style="list-style-type: none"> Demonstrate an understanding of the ethical responsibilities of those in accounting practice and the importance of strong ethical standards to the functioning of the financial world. 	

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	X
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Special requirements of the course:

na

Additional information:

na

Prepared by: Jeff Holland

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