

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

PROGRAM AREA BUSINESS AND ECONOMICS

- 1. Catalog Description of the Course.** *[Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]*

MGT 310 MANAGEMENT OF INTERNATIONAL BUSINESS (3)

Three hours of lecture per week

Identification and analysis of management systems in cross-border environments. Explores the impact of economic, social, cultural, and political variables on the conduct of profit-making business. Extensive use of case analysis, and performance of a 'country study' project.

- 2. Mode of Instruction.**

	Units	Hours per Unit	Benchmark Enrollment
Lecture	<u>3</u>	<u>1</u>	<u>25</u>
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

- 3. Justification and Learning Objectives for the Course.** (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This course is an elective course for the Bachelor of Science program in Business and a required course for the Management option within the Bachelor of Science in Business. An understanding of international business is essential for business students in today's interdependent global world. This course will provide business students with the knowledge, skills, and abilities to understand the global economic, political, cultural, and social environment within which firms operate. It will examine the strategies and structures of international businesses and assess the special roles of an international business's various functions. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.

Learning Objectives:

Students who successfully complete this course will be able to:

- explain the differences in economic, social, political, and cultural variables between countries
- evaluate various trade theories and determine the gains from trade and investment
- distinguish between various trade policies and their economic impacts
- develop competencies in global strategy formulation, including strategic alliances and the integration of all functional areas in a global context
- develop communication and teamwork skills through case analysis and group projects

- 4. Is this a General Education Course** YES

NO

If Yes, indicate GE category:

A (English Language, Communication, Critical Thinking)	
B (Mathematics & Sciences)	
C (Fine Arts, Literature, Languages & Cultures)	
D (Social Perspectives)	
E (Human Psychological and Physiological Perspectives)	

- 5. Course Content in Outline Form.** *[Be as brief as possible, but use as much space as necessary]*

- I. Introduction
Globalization

Differences in Political Economy
Differences in Culture

- II. The Global Trade and Investment Environment
Trade Theory and Policy
Foreign Direct Investment
Economic Integration
- III. The Global Monetary System
Foreign Exchange Markets
International Monetary System
- IV. The Strategy and Structure of International Business
Strategy and Organization
Entry Strategy and Alliances
- V. International Business Operations
Exporting and Importing
Manufacturing Management
Marketing Strategy
Human Resources Management
Accounting and Financial Management

6. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

Hill, Charles W.L., International Business: Competing in the Global Marketplace, 4th edition. McGraw-Hill 2003.
Donald Ball, Wendell H. McCulloch, Paul L. Frantz, Michael Geringer, and Michael S. Minor, The Challenge of Global Competition, 8th edition, 2002, McGraw Hill.
Michael R. Czinkota, Ilkka A. Ronkainen, and Michael H. Moffett, International Business, 6th edition, 2002, SouthWest Publishing.

7. List Faculty Qualified to Teach This Course.

Dr. William Cordeiro
Dr. Ashish Vaidya

8. Frequency.

a. Projected semesters to be offered: Fall __1__ Spring __1__ Summer ____

9. New Resources Required.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment
- b. Library needs
- c. Facility/space needs

None

10. Consultation.

Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

Ashish Vaidya
Proposer of Course

12/6/02
Date

Approvals

Program Coordinator	Date
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GE Committee Chair (If applicable)	Date
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Curriculum Committee Chair	Date
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Dean	Date
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Effective Semester: _____

California State University Channel Islands
New Course Proposal Consultation Sheet

1. Course prefix, number, title, and units: _____MGT 310_____

2. Program Area: _____Business & Economics_____

Recommend Approval

Program Area/Unit	Program/Unit Coordinator	YES	NO (attach objections)	Date
Art				
Business & Economics				
Education				
ESRM				
Humanities				
Liberal Studies				
Mathematics & CS				
Sciences				
Library*				
Information Technology*				

* If needed