

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Summer 2015

Type of Action:

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

Course Alpha and Number: MG 401

Course Title: International Business Management

Reason for initiating, revising, or canceling:

We live in a world of intensifying global relationships; international business has become the key determinant of economic development and prosperity. This course is designed to give students a fundamental understanding of the environment in which international business operates and of the business practices required to compete successfully in global markets. A secondary goal for this course is for students to develop the basic decision-making skills associated with managing different aspects of international business.


Chavel Green

Proposer

04/24/15

Date


Chavel Green

Department Chair

04/24/15

Date

for 
Barbara K. Merfalen

Dean of Academic Programs and Services

5/1/15

Date

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Course Guide

Course: MG 401 International Business Management

1. Department

Business

2. Purpose

We live in a world of intensifying global relationships; international business has become the key determinant of economic development and prosperity. This course is designed to give students a fundamental understanding of the environment in which international business operates and of the business practices required to compete successfully in global markets. A secondary goal for this course is for students to develop the basic decision-making skills associated with managing different aspects of international business.

3. Description

A. Required/Recommended Textbook(s) and Related Materials

Required:

Wild, J J. and Wild K L. (2008). *International Business: The Challenges of Globalization, 4/E*. Publisher: Prentice Hall.

Readability Level: College Level

B. Contact Hours

1. **Lecture:** 3 hours per week / 45 hours per semester
2. **Lab:** None
3. **Other:** None

C. Credits

1. **Number:** 3
2. **Type:** Regular degree credits

D. Catalogue Course Description

This course seeks to provide student with the skills, knowledge and sensitivity required to successfully conduct business within the global environment. Following an overview of the key issues in global business, the first part of the course will focus on the business environment, dealing with topics such as national differences in political economy and culture and the global monetary system. The students will also pay attention to trade theories and government involvement in international trade. The second part of the course will focus more on the individual firm and will include topics such as international expansion strategies, market entry strategies, and business operations adopted by successful multinationals.

Prerequisite: Must complete 60 credit hours to maintain junior level.

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English Placement Level: EN 202. Math Placement Level: MA 161.
(Offered Fall).

E. Degree or Certificate Requirements Met by Course

A "C" grade or better in this course satisfies a core course requirement in Northern Marianas College Bachelor of Science in Business Management.

F. Course Activities and Design

Course activities include lectures, case studies, peer-reviewed articles, discussions, group activities, presentations, homework assignments, tests, quizzes, and a final exam.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

Prerequisites: Must complete 60 credit hours to maintain junior level.

English Placement Level: EN 202

Math Placement Level: MA 161

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the College: Instructor's salary;

Cost to the Student: Tuition for a 3-credit hour course and the cost of the textbook.

Instructional resources needed for this course include, overhead projector, TV/VCR, videotaped programs, library books, and dry-erase board/markers.

6. Method of Evaluation

Student's grades will be based on the regular letter grade system as described below:

A: Excellent-grade points:	4.0
B: Above average-grade points:	3.0
C: Average-grade points:	2.0
D: Below average-grade points:	1.0
F: Failure-grade points:	0.0

NMC's grading and attendance policies will be followed.

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7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Global Business Environment
 - 1.1 Globalization

- 2.0 National Business Environments
 - 2.1 Cross-cultural business
 - 2.2 Political economy and ethics
 - 2.3 Emerging markets and development

- 3.0 International Trade and investment
 - 3.1 International trade Theory
 - 3.2 Political economy of trade
 - 3.3 Foreign direct investment
 - 3.4 Regional economic integration

- 4.0 The International Financial System
 - 4.1 International financial markets
 - 4.2 International monetary system

- 5.0 International Business Management
 - 5.1 International strategy and organization
 - 5.2 Analyzing international opportunities
 - 5.3 Selecting and managing entry modes
 - 5.4 Developing and marketing products
 - 5.5 Managing international operations
 - 5.6 Hiring and managing employees

8. Instructional Goals

This course will introduce students to:

- 1.0 How institutions, formal and informal impact business decisions;

- 2.0 The analytical frameworks used in the screening of national markets defining the key factors in the firm's internationalization process by evaluating the international business environment, stressing particularly the economic and cultural dimensions;

- 3.0 The elements of what determines the success and failure of companies around the globe;

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- 4.0 The different management theories which will enable them to understand what is behind different firm performances around the world;
- 5.0 The “other side” of international business, namely, local firms that often compete and/or collaborate with foreign entrants, especially in emerging economies;
- 6.0 The tensions in adopting a global standardized action as opposed to a locally responsive action in international management and relate these to the overall corporate strategy of companies; and
- 7.0 Ethical and social responsibility issues in the development and implementation of an international management strategy.

9. Student Learning Outcomes

Upon successful completing of this course, students will be able to:

- 1.0 Apply theories, tools, and insights found in the field of international management to common real world scenarios;
- 2.0 Demonstrate an understanding of the similarities (without which no international business could take place) and differences among the peoples of the world and how they affect business management;
- 3.0 Discuss how various legal, political, economic, and cultural systems affect business attitudes and behavior;
- 4.0 Discuss the managerial issues related to strategic planning, human Resource management, financial management, motivation, and leadership which arise in an international context;
- 5.0 Describe how the practice of management in other parts of the world differs from that found in America; and
- 6.0 Demonstrate an understanding of the implications of unfolding world events for the practice of international management.

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10. **Assessment Measures**

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Quizzes and exams;
- 2.0 Peer-reviewed case studies;
- 3.0 Homework;
- 4.0 Research assignments;
- 5.0 Class/case study preparation and participation; and
- 6.0 Oral presentations.