

Northern Marianas College
CURRICULUM ACTION REQUEST

Course: MG401 International Business Management

Effective Semester / Session: Summer 2021

Type of Action:

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

Course Alpha and Number: MG401

Course Title: International Business Management

Reason for initiating, revising, or canceling:

This course guide is being modified to reflect the current textbook edition.


Larrisa Larson 11/10/21

Proposer Date

Velma Deleon Guerrero 11/12/2021

Interim Director, School of Business Date
Adam Walsh  11.10.21

Language & Format Review Specialist Date
Ajani Burrell  11.12.21

Academic Council Chair Date
Dr. Randy Yates  15 Nov 21

Dean of Academic Programs & Services Date

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1. Department

School of 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 gives 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:

Peng, M. (2017). *Global Business*, 4th Edition: Cengage.

Recommended: N/A

B. Contact Hours

1. **Lecture:** 3 per week / 45 per semester

2. **Lab:** N/A

3. **Other:** N/A

C. Credits

1. **Number:** 3

2. **Type:** Regular Degree Credits

D. Catalogue Course Description

This course seeks to provide students 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, culture, and the global monetary system. 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. English Placement Level: EN 202. Math Placement Level: MA 161. (Offered Fall or Summer).

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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

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

Concurrent Course Enrollment: N/A

Required English/Mathematics Proficiency Level(s)

English Placement Level: EN202

Mathematics Placement Level: MA161

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Tuition for a 3-credit hour course, a class/lab fee, and the cost of the textbook.

Cost to the College: Instructor's salary

Instructional resources needed for this course include: overhead projector, multimedia, dry-erase board and markers.

6. Method of Evaluation

Student learning will be evaluated based on quizzes and exams, homework assignments, and group research projects. NMC's grading and attendance policies will be followed.

7. Course Outline

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

1.0 Organizing Projects

- 1.1 Introduction to project management
- 1.2 Customer behavior and segmentation
- 1.3 Organizational capability: structure, culture, and roles
- 1.4 Chartering projects

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

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8. Instructional Goals

The course will introduce students to:

- 1.0 Fundamentals of project management principles, theories, and practices;
- 2.0 The analytical framework used in screening national markets by defining the key factors in firms' internationalization process by evaluating the international business environment, stressing the economic and cultural dimensions;
- 3.0 The elements of what determines the success and failure of companies around the globe;
- 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 relating 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.

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9. Student Learning Outcomes

Upon successful completion 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 Evaluate how various legal, political, economic, and cultural systems affect business attitudes and behavior;
- 4.0 Describe 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 in America; and
- 6.0 Demonstrate an understanding of the implications of unfolding world events for the practice of international management.

10. Assessment Measures of Student Learning Outcomes

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

- 1.0 Quizzes and Exams;
- 2.0 Homework Assignments; and
- 3.0 Group Research Projects