



# EFFECTIVE: SEPTEMBER 2007 CURRICULUM GUIDELINES

**A. Division: Education**

Effective Date:

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If Revision, Section(s)  
Revised:  
Date of Previous Revision:  
Date of Current Revision:

**C: BUSN 3401**

**D: Principles of International Business**

**E: 3**

Subject & Course No.	Descriptive Title	Semester Credits						
<p><b>F:</b> Calendar Description:</p> <p>This course provides an introduction to international business and its environment. Focus will be on international business issues such as comparative environmental frameworks, trade and investment, foreign exchange market, business-government relationships and managing global business functions.</p>								
<p><b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p><b>Lectures and Seminars</b></p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p><b>Lecture: 3 Hrs.</b> <b>Seminar: 1 Hr.</b> <b>Total: 4 Hrs.</b></p> <p>Number of Weeks per Semester:</p> <p><b>15 Weeks X 4 Hours per Week = 60 Hours</b></p>	<p><b>H:</b> Course Prerequisites:</p> <p><b>Completion of 60 credits or BUSN 4470 OR Instructor permission</b></p>							
	<p><b>I:</b> Course Corequisites:</p> <p><b>Nil</b></p>							
	<p><b>J:</b> Course for which this Course is a Prerequisite</p> <p><b>Nil</b></p>							
	<p><b>K:</b> Maximum Class Size:</p> <p><b>35</b></p>							
<p><b>L:</b> PLEASE INDICATE:</p> <table style="width: 100%;"> <tr> <td style="width: 5%; text-align: center;"><input type="checkbox"/></td> <td>Non-Credit</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td>College Credit Non-Transfer</td> </tr> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td>College Credit Transfer:</td> </tr> </table> <p>SEE BC TRANSFER</p>			<input type="checkbox"/>	Non-Credit	<input type="checkbox"/>	College Credit Non-Transfer	<input checked="" type="checkbox"/>	College Credit Transfer:
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<p><b>M:</b> Course Objectives / Learning Outcomes At the end of the course, the student should be able to:</p> <ol style="list-style-type: none"> <li>1. describe the cultural, political and legal environments facing business internationally;</li> <li>2. analyze trade theories as they pertain to government influence, economic integration, cooperative agreements and foreign direct investment;</li> <li>3. describe foreign-exchange market and exchange rates;</li> <li>4. evaluate international business negotiations and diplomacy;</li> <li>5. analyze tactical alternatives in international operations;</li> <li>6. evaluate the management of international business functions.</li> </ol>										
<p><b>N:</b> Course Content:</p> <ol style="list-style-type: none"> <li>1. Comparative Environmental Frameworks;</li> <li>2. Trade and Investment theories.</li> <li>3. Global Financial Environment: Foreign Exchange Markets.</li> <li>4. International Business-Government relationships.</li> <li>5. Tactical Operations Alternatives: Country evaluation, collaborative and control strategies.</li> <li>6. International business operations: marketing, export strategies, accounting and tax functions, human resource management.</li> </ol>										
<p><b>O:</b> Methods of Instruction</p> <p>Combinations of lectures, supplementary materials &amp; presentations and class presentations.</p>										
<p><b>P:</b> Textbooks and Materials to be Purchased by Students</p> <p>Daniels, Radebaugh, Sullivan. International Business: Environments and Operations: (latest edition) Prentice Hall Canada.</p>										
<p><b>Q:</b> Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Midterm exams: (2+)</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Term Case Presentation</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Assignments</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: right;"><u>30%</u></td> </tr> <tr> <td>Total</td> <td style="text-align: right;">100%</td> </tr> </table>	Midterm exams: (2+)	40%	Term Case Presentation	20%	Assignments	10%	Final Exam	<u>30%</u>	Total	100%
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Total	100%									
<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>none</p>										

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Course Designer(s): **George Stroppa**

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Education Council / Curriculum Committee Representative

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Dean / Director: **Rosilyn G. Coulson**

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Registrar: **Trish Angus**