

ITB 305 – International Business Environment

Course Description

Introduces the student to the international business environment. Examines strategic planning, multinational corporations, and management considerations for international business operations. Analyzes the major environmental factors affecting international transactions (political, economic, technical, and cultural factors). Reviews international trade theory, government influence on world trade patterns, and the international monetary system. Examines the range of market entry strategies and discusses payment methods and financing considerations.

Instructional Materials

Peng, M. W. (2013). *Global 2* (2 nd ed.). Mason, OH: South-Western / Cengage Learning.

Course Learning Outcomes

1. Assess the current trends and impact of globalization on labor, business operations, and government.
2. Analyze the major economic, cultural, and political / legal aspects of the international business environment, including the economic dynamics of foreign trade, regional and global trade integration, and key cultural dimensions.
3. Apply the concepts of value creation / value chain and formulate competitive market entry strategies that leverage the advantages of international operations.
4. Analyze the challenges and advantages of foreign direct investment.
5. Appraise the strategies companies use to minimize risk in the foreign exchange markets.
6. Critically evaluate the role of the IMF, the World Bank Group, and government policies in fostering trade and economic development.
7. Formulate supporting financial management, operations / production, marketing, and human resource management strategies to conduct international operations.
8. Analyze factors influencing acquisitions and alliances, the creation and dissolution of alliances, the challenges involved in acquisitions and alliances, and how to address them.
9. Develop an organizational architecture to support international business operations.
10. Develop an ethical framework for conducting international business and making ethical decisions.
11. Use technology and information resources to research issues in international business environment.
12. Write clearly and concisely about international business environment using proper writing mechanics.