

BUS 190 : Survey of International Business

Credits: 3

Class Hours: 3 lecture

Prerequisites: "C" or higher in BUS 120.

Recommended: Basic computer and internet skills.

Description: This course focuses on general business problems, techniques and strategies necessary in the development of business activities in the global market place. The course is designed to promote an understanding of the impact that a country's culture and its environment have on a firm's international operations. The course also covers current trends in management, finance, communication, marketing and ethics.

Semester Offered: Fall, Spring

Course Student Learning Outcomes (CSLOs):

1. Produce a written feasibility study to determine if a particular product can be exported successfully.
2. Link concepts and theories covered throughout the course with real world events within the international business arena.
3. Identify and address the impact of ethics in the international business environment.
4. Demonstrate a working knowledge of the major elements that impact and shape global business.