Tompkins Cortland Community College

Master Course Syllabus

Course Discipline and Number: BUAD 111 **Year: 2025-2026**
Course Title: International Business **Credit Hours: 3**

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

Introduces students to the international perspective necessary for businesses to succeed in world markets. Topics related to international business include management, marketing, finance, strategic decision-making, laws and regulations, and the cultural aspects of international business. Prerequisites: RDNG 116 if required by placement testing; prior completion or concurrent enrollment in ENGL 100. 3 Cr. (3 Lec.) Fall and spring semesters.

Course Context/Audience

International Business is a required course in the Business Administration A.S. and the International Business A.S. programs. It can be taken as a business elective in the Business Administration A.A.S. program. This course may be also taken as an unrestricted elective.

Basic Skills/Entry Level Expectations

Writing: WC College level writing skills are required. See course co-requisites or pre-requisites.

Math: MC College level math skills – Course requires college level math skills. See course description for co-requisite and/or prerequisite requirement(s).

Reading: R4 Before taking this course, students must satisfactorily complete RDNG 116 or have assessment indicating that no reading course was required.

Course Goals

1. Students will be able to understand the basic vocabulary, principles, and theories of international business.
2. Students will acquire an awareness of, and an appreciation for, the diversity and complexity of the international environment.
3. Students will be able to understand and analyze the legal, cultural, political, and economic problems that challenge management.
4. Students will be able to appreciate the ethical and social responsibility issues that impact business.
5. Students will be able to improve their cultural sensitivity and tolerance for differences.
6. Students will acquire information pertaining to the government, economy, geography, people, and infrastructure of countries throughout the world.
7. Students will be able to understand international business culture, customs and protocol, negotiation tactics, and cross-cultural communication.

Course Objectives/Topics

Objective/Topic	# Hours

Students will be able to explain why companies engage in international trade.	3 Hours
Students will be able to understand the cultural, economic, legal, and political environments in which global business is conducted.	12 Hours
Students will be able to identify and discuss the basic concepts and ideas of international trade.	6 Hours
Students will be able to define the different forms of economic integration and how it affects international business.	3 Hours
Students will be able to describe how foreign direct investment impacts the world economy.	6 Hours
Students will be able to explain how exchange-rate movements influence business decisions.	6 Hours
Students will be able to show the common and conflicting interests between countries and MNEs.	3 Hours
Students will be able to identify the major variables a company should consider when deciding whether and where to expand abroad.	6 Hours

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	**HOW DOES THE COURSE ADDRESS THE OUTCOMES** (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
Students will be able to ➢ develop meaningful questions to address problems or issues. ➢ gather, interpret, and evaluate relevant sources of information. ➢ reach informed conclusions and solutions. ➢ consider analytically the viewpoints of self and others.	Students will need to evaluate critical factors that impact global business decisions. A country analysis project will provide students will ample opportunities to gather, interpret, and eliminate information. Students will learn global business strategies and demonstrate an understanding of the circumstances that would lead a firm to adopt one of these strategies over another. Students will understand the impact of cultural norms on decision making and how workplace environments in other countries differ from those in the United States.
SOCIAL/GLOBAL AWARENESS OUTCOMES	**HOW DOES THE COURSE ADDRESS THE OUTCOMES** (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
➢ Students will begin to understand how their lives are shaped by the complex world in which they live. ➢ Students will understand that their actions have social, economic and environmental consequences.	Students will exam how each of us views the world according to our own cultural biases and how they influence the way we look at the rest of the world and how the rest of the world views us. Students will be shown how companies are responding to the challenges of doing business in the global economy in a socially responsible manner. Business decisions made by firms competing in the global marketplace by their own very nature have economic consequences and thus will be studied throughout the course.

Instructional Methods
Lectures: A significant portion of classroom time will be allocated to lectures. Lectures will emphasize the key theoretical topics in the textbook. Lectures may also incorporate computer and video presentations.

Discussions: A portion of classroom time should be allocated to the discussion of international business topics.
Assignments: Assignments may take the form of handouts, end of chapter exercises, or questions from the study guide.

Methods of Assessment/Evaluation

Method	% Course Grade
Exams	30-50%
Country Analysis Report (Each student must complete on their own.)	20-30%
Assignments	0-20%
Cases	0-20%
Class Participation	0-10%

Text(s)
International Business: Environments & Operations, Daniels, Radenbaugh, and Sullivan, 12th Edition, © 2009

Bibliography

Instructor's Manual for International Business,12e
Test Bank for International Business, 12e
Annual Editions: International Business

Other Learning Resources

Audiovisual
No resources specified

Electronic
U.S. Commercial Service - http://www.buyusa.gov/home/
The Academy of International Business - http://aib.msu.edu/resources/
The World Factbook - https://www.cia.gov/library/publications/the-world-factbook/index.html
International Business Etiquette and Manners - http://www.cyborlink.com/
The Economist - http://www.economist.com/countries/
ExecutivePlanet - http://www.executiveplanet.com/index.php?title=Main_Page
Export.Gov - http://www.export.gov/
The Federation of International Trade Associations - http://fita.org/
globalEDGE - http://globaledge.msu.edu/
U.S. Department of State - http://www.state.gov/r/pa/ei/bgn/
Universal Currency Converter - http://www.xe.com/ucc/

Other
No resources specified