

**Eastern WV Community & Technical College  
Master Course Record**

<b>Course Prefix and Number:</b> BUS 215
<b>Course Title:</b> Introduction to International Business
<b>Recommended Transcript Title</b> (if over 40 characters) Introduction to International Business
<b>Date Approved/Revised:</b> January 28, 2015
<b>Credit Hours:</b> 3 <b>Contact hours per week (Based on 15 week term):</b> <b>Lecture:</b> 3
<b>Prerequisite:</b> RDG 100 or minimum acceptable test scores. <b>Corequisite:</b> <b>Pre/Corequisite:</b>
<b>Grading Mode:</b> Letter Grade
<b>Catalog Description:</b> This course examines why companies engage in International Business. It explores the challenges involved in multi-national and international business.
<b>Course Outcomes:</b> <ol style="list-style-type: none"> <li>1. Define international trade</li> <li>2. Analyze differences between business within domestic and international context</li> <li>3. Discuss different means a firm can use to accomplish its global objectives</li> <li>4. Analyze how global efficiency can be increased through free trade</li> <li>5. Discuss trading blocks</li> <li>6. Analyze major means by which trade is restricted</li> <li>7. Discuss and analyze the role of foreign exchange markets in international trade</li> <li>8. Analyze international investment</li> <li>9. Analyze the major determinant of exchange rate</li> <li>10. Explain how exchange rates influence business decisions</li> <li>11. Discuss the function of international banking community</li> <li>12. Discuss bilateral and multilateral treaties affecting international business</li> <li>13. Discuss key elements of imports and exports strategies</li> <li>14. Analyze the major variable that firms consider when expanding abroad</li> <li>15. Analyze challenges of foreign operations</li> <li>16. Explain marketing strategies in international trade</li> <li>17. Analyze multinational accounting and tax functions</li> <li>18. Analyze legal and political barriers to international trade and explain trade restrictions</li> <li>19. Discuss intercultural communication</li> <li>20. Discuss the rapid change of international business</li> <li>21. Analyze the economic theories of international business</li> <li>22. Explain international monetary system</li> <li>23. Discuss the socioeconomic issues related to international trade</li> </ol>
<b>Implementation Cycle:</b> Fall
<b>Role in College Curriculum: (Check all that apply)</b> <input type="checkbox"/> <b>General Education Core (Specify category)</b>

<input type="checkbox"/> <b>Technical Core</b> <input checked="" type="checkbox"/> <b>Restricted Elective / CAS in BUS/ AAS in BUS</b> <input checked="" type="checkbox"/> <b>General Elective</b> <input type="checkbox"/> <b>Workforce Education</b> <input type="checkbox"/> <b>Other (Please specify)</b>
<b>Course Fee: None</b>
<b>Instructor's Qualifications:</b> Master's Degree with 18 graduate level credits in business.
<b>Expanded Course Description</b> This course familiarizes students with basic terms and theories of international trade.

Prepared by: Seyed Mirkhani, Division Chair for Business, Computer and Information Technology  
1/05/15

---

Name, Title Date

Approved By

---

Dean, Academic and Student Services Date