

Lock Haven University of Pennsylvania
Lock Haven, Pennsylvania

Business Administration, Computer Science, and Information
Technology Department

MANG425: International Business

I. Introductory Information

- A. Department Name: Business Administration, Computer Science, and Information Technology
- B. Department Catalog Number: MANG425
- C. Course Title: International Business
- D. Semester Hours of Credit: Three
- E. Clock Hours Per Week: Three
- F. Overlays: None
- G. Restrictions Upon Student Registration: ACCT115: Management Accounting, ECON101: Principles of Economics, MANG315: Management: Concepts & Strategies.

II. Description of the Course

- A. Catalog Description: The course will provide students with a broad knowledge of the field of international business. The course adds an international emphasis to the student's knowledge of the principles of economics and management concepts. Using a global business perspective, the course integrates functional management courses like accounting, finance, information technology, marketing, organizational behavior, human resources, and production.

III. Exposition

A. Objectives:

Upon completion of the course students should be able to:

1. Distinguish between international and domestic business strategies and environments.

2. Discuss the relationship of international trade theory and foreign exchange markets to modern exporting and importing, foreign direct investment, and other forms of participation in international business.
3. Discuss negotiation strategies between multinational corporations (MNC's) and governments.
4. Describe organizational designs for multinational operations.
5. Describe the unique business strategies and international aspects of the functional areas of accounting, finance, information technology, marketing, organizational behavior, human resources, and production.

B. Activities and Requirements:

1. Participate in classroom discussions, presentations, analysis of case studies, and group projects.
2. Complete and submit all assigned projects, case studies, and homework.
3. Achieve a satisfactory average grade on case studies, examinations, and projects.

C. Major Units and Time Allotted:

1. The economic framework and background; overview of international business; historical and cultural settings; the fields of international and domestic business compared; regional economic integration with planned economies. (9 contact hours)
2. International trade theory; government influence on trade. (3 contact hours)
3. Foreign exchange: determination of exchange rates; financial markets for international operations. (3 contact hours)
4. Foreign direct investment and other participation policies; negotiating with foreign partners and governments; international legal environment and intellectual property rights. (6 contact hours)
5. Evaluating and implementing foreign investment projects. (3 contact hours)
6. Functional management issues: marketing, finance, information technology, accounting, production, organizational behavior, and human resources. (18 contact hours)

7. Performance evaluation including social responsibility of foreign subsidiaries of MNC. (3 contact hours)

D. Materials and Bibliography:

Ball, Donald and Wendell H. McCullough. International Business, 8th ed. New York: McGraw Hill, 2002.

Hill, Charles W.L. International Business: Competing in the Global Marketplace, 4th ed. New York: McGraw Hill, 2003.

Ricks, David A., Consulting Editor. The Kent/South Western International Dimensions of Business Series:

Adler. International Dimensions of Organizational Behavior.

Alhashim and Aspan. International Dimensions of Accounting.

Deans and Kane. International Dimensions of Information Systems and Technology.

Dowling and Schuler. International Dimensions of Human Resource Management.

Folks and Aggarwal. International Dimensions of Financial Management.

Garland and Farmer. International Dimensions of Business Policy.

Litka. International Dimensions of the Legal Environment of Business.

Phatak. International Dimensions of Management.

Terpstra. International Dimensions of Marketing.

Boston: PWS-Kent, 1988-2001.

Shenkar, Oded and Yadong Luo. International Business. New York: Wiley, 2004.

International business sections of Economist, Forbes, The Wall Street Journal, The Financial Times, and other periodicals.

IV. Standards: Grades will be assigned in accordance with University policy.

V. Rationale and Impact:

VI. Cost and Staff Analysis:

VII. Date Approved by University President:

Signature

Date