

* Revised - Jan 21/99

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

Winter 1999

INTRODUCTION TO INTERNATIONAL BUSINESS BA 2420

INSTRUCTOR: Trenton Perrot

OFFICE: Centre for Business Development

OFFICE HOURS: By appointment

TELEPHONE: 532-5340

REQUIRED TEXT: Global Business Today, Charles W. L. Hill, Irwin McGraw-Hill

COURSE DESCRIPTION: The emphasis of this introductory course is on the increasing importance of international business activities and the growing interdependence among the nations of the world which have, in effect, created a global economy. A strategy is developed for managing the logistic, marketing and financial functions of a firm operating in a international environment

PREREQUISITES: None

COURSE STRUCTURE: The course will combine the study of international business with practical assignments and guest speakers from the community.

Exams will be based on readings and lectures from the course text - *Global Business Today*. Students will complete a project that involves setting up an international export company with multiple foreign offices. Each participant will select a country and be responsible for establishing a foreign office and will work with a regional team: Europe, Middle East, Africa, Asia, and South America. Business plans will be approved by the entire class which will function as a corporate board of directors. The Board will meet in the last hour of each class to receive reports and approve activities. In turn, each regional unit will be required to have personnel specialise in one aspect of internal business: marketing, finance, and logistics.

**COURSE
SCHEDULE:**

Jan 7	-	Introduction and Course Overview
Jan 14	-	Overview and Project Planning
Jan 21	-	The Emerging Global Economy
Jan 28	-	Differences in Political Economy
Feb 4	-	Differences in Culture
Feb 11	-	International Trade Theory
Feb 18	-	The Global Trading System & Midterm
Feb 25	-	<i>Winter Break</i>
Mar 4	-	Foreign Direct Investment
Mar 11	-	Regional Direct Investment
Mar 18	-	The Foreign Exchange Market
Mar 25	-	The Global Monetary System
Apr 1	-	Global Strategy
Apr 8	-	Entering Foreign Markets/Global Marketing
Apr 15	-	Global Operations Management/ Global Human Resource Management
Apr 22	-	<i>Final Exam and Project Presentations</i>

EVALUATION:

The following components will determine your final grade.

Midterm Exam	15%
Assignments(12)	25%
Class Contribution	10%
Business Project	35%
Final Exam & Report	<u>15%</u>
	100%

INTRODUCTION TO INTERNATIONAL BUSINESS BA 2420 - COURSE OVERVIEW

I. COURSE OBJECTIVES:

- a. To acquaint students with the dimensions of international trade, the nature of contemporary trading relationships and major international trade problems. Assist students in their understanding of the economic benefits that result from international trading.
- b. To explain how international financial markets and institutions facilitate the trade, investment and other operations of a business and how these impact the financial management function of the firm.
- c. To enhance a student's understanding of the affects of diverse environmental conditions on a firm's market place.
- d. To familiarise students with the legal and cross-cultural environment in which an international firm operates.
- e. To apply learning via creating a model company through utilising available public and industry resources.

II. COURSE FORMAT:

- a. Classes will be divided into 3 sections: Lecture based on sections from text; speaker or presentations; and business project activities.
- b. Weekly assignments will be given at each class and will be due at the following class in written form or may involve short tests.
- c. Each student will select a country and develop a business plan. Regional teams will work together to develop market strategies. Business activity will focus on export opportunities which may include consulting work, eg, Andersen Consulting. Each regional team will have to develop expertise in all areas of international trade: marketing, finance, logistics, etc
- d. The business activity of each regional division and foreign operation will be approved by the Board and each business operation will develop an annual(final) report on performance of their company. The project will be graded on the creative incorporation of the most diverse and difficult factors that the ceo's of each foreign operation faced in establishing their company in the first year of operation given the realities of international business examined in the course.
- e. Students will have extensive opportunity to improve their communication skills through presentations and management discussions in the process of establishing their businesses. Each student will also be expected to introduce or thank a guest speaker during the course.