



STONEHILL COLLEGE

Department of Business Administration –fall Semester, 2017 BUS336 – INTERNATIONAL BUSINESS

Faculty Information:

Course Instructor: **Professor H. Michael Boyd, Ph.D.**
Office: 210 Stanger Hall
Telephone: Office: 508-565-1463
Office Hours: By Appointment
Email: Stonehill@Boyd-Home.com

Course Meeting Times: Thursdays; 2:30 PM – 5:00 PM
Course Meeting Place: Duffy 205

Business Administration Department Mission Statement:

The Stonehill College Department of Business Administration offers a high quality undergraduate business education that prepares students to make ethical, thoughtful, and significant contributions to their organizations and communities as professionals. In the tradition of the Congregation of the Holy Cross, with a foundation in the liberal arts, and using a high degree of faculty-student interaction, we provide an integrated curriculum delivered with an emphasis on the student. We value the enrichment of the learning environment through intellectual contributions of faculty in the areas of teaching and learning, discipline based research, as well as contributions to practice.

The delivery of our business education program is guided by the following learning goals:

- lg1 Business Literacy*
- lg2 Ethical Perspective*
- lg3 Effective Oral Communication*
- lg4 Global Awareness*

Course Description:

This course introduces the students to the economic, political, and cultural environments affecting international business. In addition, the influence of government on trade, foreign direct investment, foreign exchange, export and import strategies, and the impact of multinational enterprises will be discussed. Students will also be exposed to the comprehensive set of dynamics that comprise international business decision environments and will learn to evaluate alternative courses of action in a global setting. Particular emphasis will be placed on areas of current importance.

Course Objectives:

Knowledge: Each student will:

- develop an understanding of primary international business and international trade terms and concepts (ref: **lo1 & lo4**)
- monitor contemporary issues in international business that illustrate the unique challenges faced by managers in the global business environment (ref: **lo1 & lo4**)

Skills: Each student will be able to:

- identify and comprehend the complex set of environments affecting firms engaged in international business, including the economic, political, legal, and cultural environments (ref: **lo4**)
- research, analyze, and apply management principles and practices to current organizations (ref: **lo4**)
- identify and appreciate the complexities and business impact of managing in today's global business environment (ref: **lo4**)
- complete a team research project in international business and present their findings to the class (ref: **lo3 & lo4**)

