

Common Course Outline
MNGT 191-193
Seminars in International Business
3 Semester Hours

The Community College of Baltimore County

I. Catalog Description

3 credits hours

Seminars in International Business

Examines current international business patents, different social systems within countries as they affect trade, and major theories that explain how trade develops; introduces how institutions, countries, and individual corporate strategies are affected by system environmental forces and technological changes.

NOTE: Students may take up to three credits for this course, 1 credit per seminar offered.

International Global	Competition
International Business	Applications
International Business	Marketing

II. General Course Objectives

When the student completes the course he/she will be able to:

The focus of the course is to introduce students to the world of International Business. Students will learn the importance of global business as it relates to the economic system of the United States. Students will learn the importance of free trade among foreign nations and its impact on the various forms of economic systems throughout the global economy.

III. Methods of Instruction:

- A. Discussions
- B. Exercises
- C. Case problems

IV. Method of Evaluation:

- A. Written case problems
- B. Mid-term/Final examinations
- C. Student presentations of research

V. Course Requirements:

- A. General chapters examination
- B. Mid-term examination
- C. Oral presentations from recent business publications
- D. Final examination

VI. Major Topics:

- A. Diversity Among Nations
- B. Global competition
- C. Global markets
- D. International business
- E. Economic systems throughout the world
- F. Global competition
- G. International marketing
- H. International competition
- I. International marketing
- J. Internal international business environment
- K. External international business environment
- L. The World Bank
- M. International monetary institutions