**Mohawk Valley Community College**

**Utica and Rome, New York**

**Course Outline**

**BM 253 GLOBAL PERSPECTIVES IN INTERNATIONAL BUSINESS**

**Prerequisite: None**

**Course Description:**

This course shows students strategies and corporate policies of international firms, and how they operate globally in both internal and external environments. It covers economic, political, and cultural topics as they relate to international business, which includes goods, services, technology, and capital, in addition to managerial knowledge and how it must transcend borders.

**Student Learning Outcomes:**

Upon completion of this course, the student should be able to:

1. Explain the importance of International Business
2. Describe the impact of international trade and investments
3. Identify various international institutions and their impact upon trade
4. Explain the impact of social cultural forces upon decisions made internationally
5. Discuss the impact natural resources play in a global economy
6. Discuss the political impact on trade
7. Explain intellectual property rights as seen from a cultural perspective
8. Describe various monetary systems and their impact upon trade
9. Identify the impact of labor upon trade and trade agreements
10. Explain various strategies in the international competitive advantage
11. Assess international marketing as a tool for competitive advantage
12. Discuss supply chain management and its effect upon trade
13. Discuss Human Resource Management in an international context

**Major Topics:**

* Managing a Global environment
* Investments and their effect upon trade and trade balance
* How international institutions vary based on culture
* Social and cultural forces and the part they play in trade
* How natural resources favor some nations and why some with natural resources are still in poverty
* Why intellectual property rights are not seen universally as acceptable
* How politics affects international trade
* The International Monetary System at work
* Comparative advantage and the impact it has upon trade
* Organizational design and its international impact
* Assessing International Markets
* Supply Chain Management and trade restrictions
* International Human Resource Management and trade

**Revised 10/19**