

COURSE OUTLINE
BMGT-150
International Business Issues Seminar
1 Credit

HOWARD COMMUNITY COLLEGE

Description

This course provides a more in-depth exploration of current issues in business across all disciplines. The course will frame backbone disciplines--economics, finance, human resource management and marketing--around the issues of globalization and social responsibility. The primary methodology will be to analyze a business that will be expanding into global markets, evaluating the options of exporting, licensing, contract manufacturing, and direct investment. Students will do an environmental scan and focus on analyzing the demand in the marketplace, financing options, people management and marketing opportunities.

There are several options for taking this course. 1) It is required for International Business majors. 2) Students wishing to earn Honors credit through the Schoenbrodt Program take this course simultaneously with one of several BMGT or ACCT courses. 3) It is an honors seminar for students in an honors program. 4) It may be taken by students with a GPA of 3.2 or higher. 5) For students not meeting any of these criteria, permission of the instructor is required. (1 hour weekly)

Overall Course Objectives

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

1. Analyze and summarize articles on Asia, Africa, Central/South America, Europe and North America to develop a profile of the economic, social, political and cultural events currently impacting those five regions of the world.
2. Discuss how the economic, social and political events in the five regions might impact on world economics and world trade.
3. Prepare and present (with a partner) an in-depth seminar of a single country, integrating the political, economic and social issues with the business and trade potential in that country.
4. Critically assess economic interdependence of nations around the world.

Major Topics

- I. Current issues (political, economic and social) and their impact on trade potential in Asia – China, Japan, India, Korea
- II. Current issues and trade potential in Africa – Middle East and Sub-Saharan
- III. Current issues and trade potential in South and Central America
- IV. Current issues and trade potential in Europe – West and East
- V. Current issues and trade potential in North America – U.S., Canada, Mexico.

Course Requirements

While specific assignments will be determined by the instructor, use of the internet, business periodicals, brief presentations, and working teams can be included.

Grading procedures will be determined by the individual faculty member.

Other Course Information

This course can be used to obtain an "Honors" designation for BMGT-100, *Introduction to Business and Organization*, or as a one-credit business elective.