

**NWACC Business & Computer Information Division
Business Department Course Outline**

INTB 2083 Global Perspectives (On Demand)

Catalog Description: This is a course to provide a broad overview of current global economic, political and socio-cultural events and perspectives that affect global business. Using a variety of resources, students will analyze and discuss the impact of current events on global business activities, such as sourcing from overseas, problem management, foreign operations structures, ethics and legal issues, currency issues, and retail culture in other countries.

Prerequisite(s): None

Credit Hours/Contact Hours/Load Hours:
3/3/3

Target Audience/Transferability

Student Learning Outcomes:

The student will:

- Further evaluate marketing aspects related to the global environment
- Determine the best approach to global marketing when considering cultural differences by using global cases and topics
- Expand the use of reasoning skills to solve problems related to international marketing:

Methods of Instruction:

Lecture, group discussion and activities, cases and projects

Forms of Assessment:

Written assignments, discussions, tests and quizzes