

**NorthWest Arkansas Community College  
Division of Business & Computer Information**

**INTB 2063 INTERNATIONAL MANAGEMENT (On Demand)**

**Catalog Description:**

This course will train managers to successfully manage a business from the framework of cross-cultural communications, human resource management, business ethics and strategy development and implementation.

**Prerequisite:**

None

**Credit Hours/Contact Hours/Load Hours:**

3/3/3

**Target Audience & Transfer:**

This course is designed for students interested in business in the global environment. This course WILL NOT transfer to the Walton College of Business and might not transfer to other 4-year institutions.

**Student Learning Outcomes:**

Students completing this course will:

- Define culture and explain its role in international business.
- Describe managerial aspects as they relate to the global environment.
- Identify and describe cultural difference in the business environment.
- Illustrate the different ways business is conducted around the world.
- Compare and contrast international business practices.
- Analyze the role and impact of international trade groups and agreements
- Formulate a plan to take regional economies, business differences and cultural diversity into account when assessing business opportunities.
- Choose appropriate course of action in various ethical situations.
- Evaluate negotiation situations and determine the best approach given the cultural setting.

**Topics:**

- Understanding the Role of Culture
- Cross Cultural Communications
- Staffing, Training, and Compensation for Global Operations
- Managing Interdependence: Social Responsibility and Ethics
- Global Alliances and Strategy Implementation
- The Legal Environment
- Motivating and leading
- Developing a Global Management Cadre
- Organization Structure and Control Systems
- Cross-cultural Negotiation and Decision Making

**Forms of Assessment:**

Written exams, quizzes, projects, presentations, exercises, and case studies.