

NorthWest Arkansas Community College  
Business and Computer Information Courses

INTB 1003 INTRODUCTION TO INTERNATIONAL BUSINESS

Catalog Description:

This foundation course for all business students is designed to introduce the global business world to students interested in the business field.

Prerequisite:

Credit Hours/Contract hours/Load hours:

3/3/3

Target Audience & Transfer:

This course is designed to introduce the student to the subject of international business and is a required course for the AAS degree in Business Management.

General Course Objectives:

At the conclusion of this course, the student should be able to:

Knowledge

1. Know basic terminology associated with international business (definitions).

Critical Thinking

2. Apply the terminology to relevant discussion/readings for better understanding.
3. Learn analytical and decision-making skills through case analysis.
4. Expose students to broad knowledge base in general business field and apply that knowledge base to the international business sector.

Cultural Awareness

5. Appreciate the business environment on a global scale.
6. Gain appreciation and respect for other cultures.

Required Text(s):

International Business, Wild, Wild, Han  
Upper Saddle River, NJ, Prentice-Hall, 1999

Optional Text(s):

Topics:

- I. Introduction to International Business
- II. Culture
- III. Ethics
- IV. International Trade & Investments

Required Method of Instruction:

Lecture, Discussion

Required Forms of Assessment:

Exams, Research Assignment, Case Analysis