

**Northwest Arkansas Community College**  
Business and Computer Information Systems Division

**Discipline Code**

INTB

**Course Number**

2063

**Course Title**

Global Management

**Catalog Description**

(F) This course teaches students how to think as global managers and how to manage global organizations and teams through understanding unique problems faced by firms engaging in global business. Topics include strategies for entry, trade theory, environments, cultural systems, ethical and legal issues, logistics, and political challenges.

**Prerequisites**

None

**Credit Hours**

3 credit hours

**Contact hours**

45 Lecture/Lab contact hours

**Load hours**

3 load hours

**Semesters Offered**

Fall

**ACTS Equivalent**

None

**Grade Mode**

A-F

## **Learning Outcomes**

Students completing this course will:

- Identify comparative, competitive, and absolute advantages of global business.
- Interpret foreign economic, social, political, cultural, and legal environments.
- Identify ethical and legal issues in global business.
- Develop strategies for entering foreign markets.
- Apply exchange rates and the Big Mac Index

## **General Education Outcomes Supported**

- Students gain greater awareness of cultural perspectives.

## **Standard Practices**

### **Topics list**

- Importance of culture in global business
- Strategies for entering foreign markets
- Logistics of global business
- Marketing for global business.
- Trade agreements
- Foreign direct investment
- World Bank

### **Learning activities**

May include some or all of the following: Tests, quizzes, projects, reports, papers, and/or Online homework and/or class participation.

This course requires additional work that may need to be completed out of class or in a virtual or on-campus lab.

### **Assessments**

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

### **Grading guidelines**

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 & below