

Business Department Course Outline

INTB 2083 GLOBAL PERSPECTIVES (On Demand)

Catalog Description:

This is a course to provide 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:

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:

- 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.

Topics:

- sourcing from overseas
- problem management
- foreign operations structures
- ethics and legal issues
- currency issues
- retail culture in other countries

Forms of Assessment:

Written assignments, discussions, tests and quizzes