



BAKER COLLEGE
STUDENT LEARNING OUTCOMES

BUS 4010B International Business Practices
4 Semester Credit Hours

Student Learning Outcomes and Enabling Objectives

1. Analyze various types of Foreign Direct Investment (FDI)
 - a. Compare and contrast basic FDI options, including international component sourcing, manufacturing outsourcing, and establishment of foreign subsidiaries
 - b. Analyze various aspects of a country, including political, economic, sociological, technological, legal and environmental (the PESTLE analysis), in terms of appropriateness for an FDI strategy
 - c. Execute an FDI PESTLE analysis
2. Analyze internal and external issues that are unique in the context of corporations that operate globally
 - a. Assess a variety of ethical issues in global business, including counterfeit goods and grey markets
 - b. Classify ethical issues as systemic, corporate and/or individual
 - c. Determine responsibility for solving ethical issues; propose appropriate remedies
 - d. Assess the challenges associated with global corporations marketing and selling to the bottom of the pyramid ("BOP")
 - e. Identify cultural aspects of doing business globally that impact a global Human Resources organization
 - f. Analyze how a global Marketing organization engages in market adaptation in different countries for the same product
 - g. Analyze the array of key global organizations
 - h. Explain how the World Bank, International Monetary Fund, and World Trade Organization intersect with global business
 - i. Explain the complexities and various responsibilities of entities within a global supply chain
 - j. Analyze backward tracing that must be conducted in certain global supply chains
3. Evaluate the current state of Corporate Social Responsibility ("CSR"), benefit companies, social enterprises, and social entrepreneurship in global corporations and its impacts organizationally, locally and internationally (Examine the good works of companies)

- a. Evaluate the varied motivation(s) for a global corporation to engage in corporate social responsibility or other good works
 - b. Compare the roles and motivations of a corporation's shareholders and stakeholders
 - c. Appraise multiple CSR reports and activities across a variety of industries/verticals
 - d. Investigate how CSR and other corporate good works drive profits, employee performance, and employee satisfaction
 - e. Examine trends in key areas of stakeholder benefit in terms of CSR
4. Apply skills relevant to various current professional roles in global corporations
 - a. Apply international business job skills that are practical, relevant, marketable, and transferable
 - b. Examine potential networking, resume and other international business career guidance

Big Ideas and Essential Questions

Big Ideas

- Foreign Direct Investment (FDI)
- Global Organizational Functions
- Corporate Social Responsibilities and Ethics
- Global Roles

Essential Questions

1. What is Foreign Direct Investment (FDI)?
2. What are key internal and external issues that are unique to global corporations?
3. What is the current state of both Corporate Social Responsibility (CSR) and certain forms of companies that positively impact stakeholders locally and internationally?
4. What are some professional roles that include international business components, and what are the key skills required?

These SLOs are approved for experiential credit.

Effective: Fall 2022