



BAKER COLLEGE
STUDENT LEARNING OUTCOMES

MGT 3410A International Business

3 Semester Hours

Student Learning Outcomes & Enabling Objectives

1. Evaluate situations encountered while conducting business on a global scale.
 - a. Demonstrate a basic conceptual understanding of international business.
 - b. Demonstrate an understanding of what is strategic management using the five P's
 - c. Explain how international factors affect domestic concerns
 - d. Explain how cultural and diversity sensitivity on an international basis are critical considerations for international expansion and success
 - e. Assess how the foreign exchange market affects a business
 - f. Explain how domestic businesses expand abroad to become international
 - g. Explore international business strategies encompassing organizational structure, barriers to entry, strategic alliances, and research and development.
 - h. Demonstrate an understanding of marketing in another culture
 - i. Recognize the importance of the political, ethnic, and cultural makeup of foreign markets
 - j. Understand the impact of domestic and international law on business decisions
 - k. Examines the relative importance of market entry barriers in international consumer markets.
 - l. Understand the significance of exporting, importing and counter-trade

2. Demonstrate the ability to use analytical tools and cognitive processes to make threshold determinations and provide recommendations and actions to:
 - a. Explain what forms international businesses take
 - b. Explain what a nongovernmental organization is and what its international role is
 - c. Understand Ghemawat's CAGE framework and demonstrate its use
 - d. Demonstrate the use of statistics (e.g. GNP, GDP, PPP, etc) to classify world economies.
 - e. Contrast the developed world economies to emerging markets
 - f. Explain classical or country based trade theories and modern firm based theories.
 - g. Explain what Foreign Direct Investment is and methods used by it
 - h. Explain what GATT and the WTO do
 - i. Using the Strategy Diamond explain the five elements of strategy and apply them
 - j. Demonstrate a working knowledge of the types of business-level strategy and utilization of the SWOT tool to analyze each.
 - k. Demonstrate an understanding of the P-O-L-C framework.
 - l. Understand the five common international expansion entry modes and the use of the PESTEL analytical tool.

- m. Explain the specialized entry modes of exporting and importing
 - n. Demonstrate a knowledge of export documentation and payment systems
 - o. What are the four P's of marketing and how do they form the marketing mix
 - p. Why sourcing and supply chain management considerations are critical
 - q. Demonstrate a working knowledge of the International Monetary System and foreign exchange implications to business
 - r. Understand the components of a business plan and its importance to global entrepreneurship and intrapreneurship
3. Demonstrate a working knowledge of cultural sensitivity as it applies to corporate governance, corporate ethics and social responsibility in international business
- a. Evaluate global business ethics and how it is impacted by culture.
 - b. Determine the key methods to describe cultures and the additional determinants of culture
 - c. Comparing culture and its impact on local business practices
 - d. Describe attitudes toward cultural variation
 - e. Understand how business ethics impacts global business.
 - f. Explain how cultural sensitivity and sound business practices impact talent management
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Big Ideas and Essential Questions

Big Ideas

Ethical issues

Global integration

Cultural differences

Global communication

Managing global HR issues

International business tools

Essential Questions

1. How do you evaluate organizational changes based on cultural differences of your market?
2. What major role will management have in a global environment?
3. Why does the world change?
4. How does globalization impact people, processes and technology?
5. What are the ethical implications of a global business environment?
6. What is the role of human resource management in globalization?

These SLOs are approved for experiential credit.

Effective: Fall, 2020