

**Monfort College of Business**  
**Semester Course Syllabus**

**(2018-2019)**

COURSE PREFIX/TITLE: BA 460 – International Business and Culture

Sem. Hrs. 3  
 Ed. Cap: 35

CATALOG DESCRIPTION: Prerequisites: Consent of instructor. Juniors or above. This seminar course is designed to provide students an in-depth understanding of the cultural values and norms abroad and how they translate into various business practices. International travel will be required.

PREREQUISITES: Consent of instructor. Juniors or above.

COURSE OBJECTIVES:

1. Analyze and summarize international sections in the most popular business periodicals, such as the WSJ and others pertaining to the countries we visit.
2. Written analysis of cultural and business practices of companies operating in various countries around Europe.
3. Discussion sessions and written reports.
4. Illustrate and demonstrate your acquired knowledge through written reports on business and cultural visits.
5. Group project reports on the various businesses slated for visitation.

MCB ASSURANCE OF LEARNING GOALS AND OBJECTIVES:

<b>Learning Goal</b>	<b>Learning Objective</b>	<b>Course Coverage</b>
Be knowledgeable of key concepts in core business curriculum	Students will demonstrate a firm understanding of core business concepts.	Objective 1
Be effective communicators	Students will prepare and deliver quality presentations on a business topic.	Objectives 2, 3, 4
	Students will prepare quality business documents.	Objectives 2, 3, 4
Demonstrate conceptual and analytical skills	Students will analyze data & information to identify key problems, generate and evaluate appropriate alternatives, and propose a feasible alternative.	
Be proficient with technology	Students will demonstrate proficiency in common business software packages.	Objectives 2, 3, 4
Demonstrate ethical awareness	Students will be knowledgeable about ethics and social responsibility.	Objectives 1, 2, 3, 4, 5
	Students will identify the ethical issue or problem, analyze the consequences for various stakeholders, and develop an acceptable resolution.	
Be proficient with discipline-specific knowledge	Students will demonstrate a firm understanding of discipline-specific knowledge within their emphasis.	Objectives 1, 2, 3, 4
	Students will demonstrate competency with advanced topics within their emphasis.	

COURSE TOPICS:

<u>Approx. 50 Min. Periods</u>	<u>Topics Covered</u>	<u>Description</u>
7	Introduction of selected Companies	In class preparation-assign projects; including but not limited to researching the companies and countries that will be included in travel.
30	International Travel – Travel Visits	Approximately three weeks of international travel to visit various countries and business. In class review. Discussions on acquired international experiences. Written reports and journals will be submitted.
6	Review/Debriefing	
2	Examination	
45	Total	

COURSE REQUIREMENTS:

1. Students will be divided into groups and will be assigned a research project.
2. Maintain a log of daily activities.
3. Set-up and maintain blog.
4. Attend all business and cultural visits.
5. Final exam.

TYPE OF GRADING: S/U

SUGGESTED TEXT AND/OR SUPPLEMENTS: NA

ASSESSMENT STATEMENT: Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

COMPUTER UTILIZATION: Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

LIBRARY UTILIZATION: Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

GLOBAL DIMENSION COVERAGE: The “International Dimension” is specifically dealt with in the following areas: (1) When the environmental factors are discussed, foreign competition, foreign technology, foreign policies and other international topics are discussed; (2) When discussing consumer behavior, foreign cultures and their implications on marketing of American products overseas is discussed; (3) When discussing target market and market segmentation variables, the consequences of international market considerations will be examined; (4) When discussing a firm’s marketing strategy options, expanding into foreign markets and the opportunities and pitfalls of such expansion strategies will be discussed; (5) A full treatment of international marketing mix variables is also incorporated into a separate chapter in the text, which will also be covered in class.

ETHICAL DIMENSION COVERAGE: Ethics in marketing is integrated throughout the discussions of the functional areas in marketing. Specifically, corporate ethical behavior is discussed in developing safe products for the market place. Consumer rights including right to choose, right to information, right to safety and the right to be heard and the subsequent responsibilities residing with the corporations will be discussed. Corporate responsibilities in upholding these consumer rights will also be discussed.

STUDENTS WITH DISABILITIES: Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

CLASSROOM TECHNOLOGY GUIDELINES: Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

FOOD AND BEVERAGE GUIDELINE:

Food is not allowed in classrooms. Only drinks in a container with a screw top lid are allowed.

KENNETH W. MONFORT COLLEGE OF BUSINESS STATEMENT

Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

MONFORT COLLEGE OF BUSINESS STUDENT CODE OF PROFESSIONAL CONDUCT

Please review at <http://mcb.unco.edu/pdf/Standard-Statements.pdf>

UNC'S POLICIES: UNC's policies and recommendations for academic misconduct will be followed. For additional information, please see the [Student Code of Conduct](#).