

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Global Business

Course Abbreviation and Number: BUS 1650

Credit Hours: 3

Course Type: Lecture

Course Description: Students will learn how and why countries differ. More specifically, they will learn about the economics, politics, and global monetary system of international trade. Students will develop an understanding of the global marketplace, different cultures, and the role of management and labor in international business. (Previous knowledge of economic, business, geography, and world politics is helpful, but not a requirement.)

Eligibility: ENG 1510 without supports or **Corequisite:** ENG 1510 with supports.

General Education Requirements Met

SUNY

Other World Civilizations

JCC

Cultural Understanding

Global Perspectives

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Engage in activities that will build their awareness of the impact of globalization on businesses, consumers, workers, and citizens of different countries.
2. Discuss the influences of both formal and informal institutions on the global activities of business.
3. Demonstrate knowledge of either a broad outline of world history or the distinctive features of the history, institutions, economy, society, culture, etc. of one non-Western civilization.
4. Demonstrate understanding of cultural similarities and differences and how cultural norms shape each person's experience of the world. [JCC Gen Ed – Cultural Understanding]
5. Demonstrate awareness of global issues and the impact of individual and collective decisions on life around the world. [JCC Gen Ed – Global Perspectives - I]
6. Weigh diverse perspectives in the face of opposing viewpoints and understand the source of one's own assumptions and biases. [JCC Gen Ed – Global Perspectives - II]

A pre-requisite for this course is approved for the SUNY General Education category listed. This course will reinforce the student learning outcomes for this category.

Topics Covered:

- Global Business Environment: forces driving globalization
 - Culture and business: components of culture, classifying cultures
 - Politics and Law in Business: political systems, political risk, legal systems, ethical issues
 - Economic Systems and Development: economic systems, development of nations, economic transition
 - International trade: benefits, volume, theories of trade,
 - Business- Government Trade Relations: government intervention, promoting trade, restricting trade
 - Foreign Direct Investment: management issues, government intervention and policy
 - Regional Economic Integration: impact, examples (Europe, Americas, Asia, etc)
 - International Financial Markets: capital markets, exchange rates
 - International Monetary System: evolution, exchange rates
 - International Strategies, Organization and Opportunities: Mission and Goals, core competency, international research
 - Selecting and Managing Entry Modes: exporting, importing, contractual agreements
 - Developing and Marketing Products: product and promotional strategies, distribution, pricing
 - Managing International Operations: production strategy, acquiring physical resources, financing business operations
 - Hiring and Managing Employees: international staffing, recruiting and selecting, training, compensation, labor-management relations
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)

- [Academic Integrity Statement](#)

- [Accessibility Services](#)

Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.

- [Get Help: JCC & Community Resources](#)

- [Emergency Closing Procedures](#)

- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.

Effective Date: Fall 2021