Course Description:
This course provides an overview of the international business environment and conditions affecting firms conducting business overseas. Special emphasis will be placed on managerial functions and elements of the management process in a firm operating under foreign economic, technological and political, social, and cultural environments.

This course will achieve the following general student learning outcomes for the Bachelor of Applied Technology program:

- Demonstrate an understanding of the cultural, political, legal, technological, and economic forces that shape the global business environment.
- Solve complex management problems utilizing critical thinking, research methodology, problem solving techniques, and decision making models to create new opportunities to enterprises.
- Demonstrate the ability to utilize management information systems, business software, the Internet, and other computer applications to prepare managerial reports to support management decisions.

This course is an upper division course for students that have met the admission requirements for upper division courses. This course is designed to investigate the broad spectrum of business international business issues that managers face today and will face in the future.

The basic principles and concepts of international business will be presented in the lectures, class discussions, through the select readings and research. This course uses the case analysis skills as the focus of learning. Case analysis is the basis of student exercises that involve the student in the thought process for international business.

This course will transfer to other community colleges and most four-year institutions in Texas.

Prerequisite: None

Text, References, and Supplies:
2. Internet Access.
**Course Goals/Objectives:**

Upon successful completion of the course the student will be able to:

<table>
<thead>
<tr>
<th>Competencies</th>
<th>Purpose and/or sample real life applications</th>
<th>Projects</th>
<th>Used throughout the course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate an understanding of the cultural, political, legal, technological, and economic forces that shape the global business environment.</td>
<td>Prepare the student for the complexity in the international business environment that many businesses face today.</td>
<td>Use critical thinking to analyze, synthesize and evaluate real-world international business environments in which business functions.</td>
<td>yes</td>
</tr>
<tr>
<td>Solve complex management problems utilizing critical thinking, research methodology, problem solving techniques, and decision making models to create new opportunities to enterprises.</td>
<td>Prepare the student to understand international business social challenges.</td>
<td>Use critical thinking to analyze, synthesize and evaluate real-world international business environments in which business functions.</td>
<td>Yes</td>
</tr>
<tr>
<td>Demonstrate the ability to utilize management information systems, business software, the Internet, and other computer applications to prepare managerial reports to support management decisions.</td>
<td>Prepare the student for the complexity in international marketing and other functions.</td>
<td>Use critical thinking to analyze, synthesize and evaluate real-world international business environments in which business functions.</td>
<td>yes</td>
</tr>
</tbody>
</table>

Teams of students will be formed for team case analysis. In addition, one essay, 5 pages in length is due from each student in this class. The student has the right to choose the topic and get agreement from the professor that the topic matches the goals of the course.

**Student Contribution and Class Policies:**
Each student is expected to:

1. Comply with the rules of Midland College
2. Keep cellular telephones, pagers and all electronics OFF.
Evaluation of Students: Performance will be measured by student testing and class participation as follows:

Semester course grade is determined as follows:

<table>
<thead>
<tr>
<th>Tests/Cases</th>
<th>Points</th>
<th>Semester course grade is determined as follows:</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Assignments 1-7</td>
<td>100</td>
<td>90%-100%</td>
<td>A</td>
</tr>
<tr>
<td>Internet Assignments 8-14</td>
<td>100</td>
<td>80%-89%</td>
<td>B</td>
</tr>
<tr>
<td>Team Case Studies</td>
<td>400</td>
<td>70%-79%</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td></td>
<td>60%-69%</td>
<td>D</td>
</tr>
<tr>
<td>Total</td>
<td>600</td>
<td>Less than 60%</td>
<td>F</td>
</tr>
</tbody>
</table>

Course Schedule: This class meets for at least 2 hours per week. This is a BAT Hybrid course that combines on-line and in class work.

Instructor Information

Jeff Crain
jcrain@midland.edu
Office 153T (Technical Center)
Telephone: 432.685.4611
Office Hours: Monday, Wednesday 10h00-12h00
             Tuesday, Thursday 11h00-13h00
             Friday 09h00-11h00