GROSSMONT COLLEGE

COURSE OUTLINE OF RECORD

Curriculum Committee Approval: 02/22/2022

GCCCD Governing Board Approval: 03/08/2022

BUSINESS 259 – INTRODUCTION TO GLOBAL TRADE OPERATIONS

1. Course Number Course Title Semester Units

BUS 259 Introduction to Global Trade Operations 3

Semester Hours:

3 hours lecture: 48-54 hours 96-108 outside-of-class hours 144-162 total hours

2. Course Prerequisites

None

Recommended Preparation

None

3. Catalog Description

This foundation course is designed to provide students with an introductory exposure to many of the essential elements of doing business in today’s global context. Students will gain a general understanding of the globalization process and the global business environment, along with an introduction to theories, concepts, skills, and capabilities relevant to international trade. This course is macro in nature and focuses on international trade and the operational, theoretical aspects and how to apply them in global trade. The course surveys the global business environment, international supply chain management, international market entry, operational aspects of international trade including contracts, terms of trade, terms of payment, currency of payment.

4. Course Objectives

The student will:

1. Discuss different global political, legal, and economic systems, environments, and risks and their influence on the conduct of international business.
2. Describe the process of globalization and the challenges and opportunities it presents to business.
3. Recognize the importance of global supply chains, sourcing, and operations management in the execution of global businesses.
4. Understand the nature of and the reasons for regional economic integration. Describe the impact of the major regional integration blocs on global trade.
5. Identify the foreign exchange markets and their components, foreign monetary systems, and exchange rates and global trade financing.
6. Discuss the value of ethics and social responsibility in international business. Describe mechanisms that can facilitate ethical and socially responsible behavior.

5. Instructional Facilities

Standard classroom

6. Special Materials Required of Student

None

7. Course Content

This course will cover the following topics:

1. The Rise of Globalization
2. Evolution of International Trade
3. The Cultural Environment of Global Business
4. Regional Economic Integration
5. The Flow of Goods & Services
6. The Legal, Economic & Political Environment of Global Trade
7. The Organization of Global Business
8. Entry Strategies in Global Business
9. Global Marketing
10. Global Operations & SCM
11. Import/Export Operations
12. Global Financial Management
13. Corruption & Ethics in Global Business
14. Control of Global Business

8. Method of Instruction

a. Lecture and discussion.

b. In-class reading assignments.

c. Cooperative learning and individual assignments.

d. Review sessions.

e. Digital tools, Digital Library, PowerPoint, YouTube, textbook websites.

9. Methods of Evaluating Student Performance

a. Writing assignments, such as comparing different global business practices.

b. Quizzes, tests, and essay exams including a final exam.

c. Research paper based global trade trends

d. Classroom discussions on issues such as: global tariffs and political implications affecting trade

e. Projects and presentations

10. Outside Class Assignments

Assigned readings such as textbooks, online newspaper, or journal articles.

11. Representative Texts

a. Representative Texts:

Gaspar, J., Arreola-Risa, A., Bierman, L., Hise, R., Kolari, J., and Smith, M. (2017). Introduction to Global Business: Understanding the International Environment and Global Business Foundations. 2nd Edition. Mason, OH: South-Western, Cengage Learning.

b. Supplementary texts and workbooks:

None

Addendum Student Learning Outcomes:

This class contributes to these goals through the following student learning outcomes:

1. Understand the process of globalization, its impact on modern societies, and its connection to

international business.

1. Discuss different global political, legal, and economic systems, environments, and risks and their influence on the conduct of international trade.
2. Explain the nature of and the reasons for regional economic integration. Describe the impact of the four major regional integration blocs on global trade.
3. Prepare and present emerging country analysis of the country’s political, legal, economic, monetary, trade and cultural environments, outlining opportunities and threats, and providing guidelines for doing business in the country.