

# **International Business**



## **Course Description**

This course examines the complexities of the international business environment. It includes the study of foreign trade, exporting and importing, international monetary policy, foreign exchange rates, international financial markets, culture and ethics and multinational corporations. It includes all aspects of international business and globalization. This course is a college-level course, taught by me, run through Farmingdale University. Upon completion of the course, students will earn 3 college credits if they complete the required paperwork and pay the fee for the course.

## **Textbooks:**

International Financial Management - 10th edition, Jeff Madura

International Business, Staryer University, 2009 Edition

International Business - Competing in the Global Marketplace - 8E

**Content Related Learning Goals:** Students will gain an awareness of global issues in finance and will also learn cross-functional thinking and decision making ability. Specifically, students will gain an understanding of the following topics: International Flow of Funds, International Financial Markets, Exchange Rate Determination, Currency Derivatives, Government Influence on Exchange Rates, International Arbitrage and Interest Rate Parity, Relationships between Inflation, Interest Rates, and Exchange Rates, Forecasting Exchange Rates, Measuring Exposure to Exchange Rate Fluctuations, Managing Transaction Exposure, Managing Economic Exposure and Translation Exposure.

## **Skills Related Learning Goals**

This course will develop....

- ❖ Communication abilities through assignments.
- ❖ Ethical understanding & reasoning abilities through class discussion.
- ❖ Analytic skills as certain aspects of the course are quantitative
- ❖ Use of information technology in searching the internet for finance data and information
- ❖ Multicultural understanding from the multinational finance material

## **Course Outline**

Unit 1 – The Global Economy and Multi-National Corporations

Unit 2 – Cultural Influences on Global Business

Unit 3 – Government and Global Business

Unit 4 – Importing, Exporting, and Trade Relations

Unit 5 – Global Pricing and Distribution Strategies

Unit 6 – Foreign Exchange and International Finance

Unit 7 – Global Financial Activities/Investments

Unit 8 – Human Resources Management

## **Grading**

This class will have an exam at the end of every unit. In addition to exams, there will be assignments and projects per quarter.

**\*\*Copying/Cheating on tests or written assignments will not be tolerated. If any assignment or test is copied it will result in a zero for all parties involved. Additionally, a phone call will be made home to each parties' parents.**

**Final Project** – This project will be an individual project in which student chose a country of their choice. They will complete extensive research in the computer lab and create a presentation which will be shared with the class.

**Classwork/Participation-** This class will have many in class assignments that will be checked and graded. If you do not finish these assignments in class, it is expected you will complete the assignment as homework. All students are expected to participate in class. This includes paying attention and participating in discussions. Talking to your peers during lessons will also take substantial points off your participation grade. Attendance will also be calculated into your participation grade. If you cut class, points will be taken off. If you are late to class, points will be taken off.

**Final Grade** – Your final grade will be calculated as follows:

- Exams/Quizzes = 40%
- Assignments/Projects = 40%
- Participation/Attendance= 20%

Should you have any questions or concerns about this syllabus, please do not hesitate to contact a business teacher at [rvine@greatneck.k12.ny.us](mailto:rvine@greatneck.k12.ny.us) 516-441-4841.