

BUS2220 - Global Business

Credits:	3 (3/0/0)
Description:	This course will introduce the student to business operations surrounding global trade and identify interconnected issues. Businesses are increasingly challenged by multinational corporations, international trade policies, cultural and religious differences, environmental movements and human rights groups, which often play a leading role in defining and framing the global agenda. Understanding why nations do business with each other, how communication plays a vital role, what cultural features influence business practices, how competitive dynamics affect organizations and what legal considerations must be followed will prepare students for a rapidly-changing global economy.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> 1. Explain globalization. 2. Investigate why nations trade with each other. 3. Examine how the political, economic and legal systems of countries differ. 4. Examine cultural differences surrounding social structure, religion, language, education, and traditions. 5. Explain the three basic decisions that companies contemplating foreign expansion must make: which markets to enter, when to enter those markets, and on what scale. 6. Examine the dynamics of global competition and competitive strategies. 7. Explore effective export and import practices and the expanding emphasis on services as well as tangible products. 8. Differentiate effective export and import practices and the expanding emphasis on services as well as tangible products. 9. Differentiate human resource management policies and practices among countries. 10. Explore the ethical challenges and social responsibilities when competing globally.
MnTC goal areas:	None

*Can be taking as a Prerequisite or Corequisite.