

University of Arkansas – Fort Smith
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General Syllabus

BUSI 35373 International Business Experience

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: Admission to the College of Business, or consent of instructor for majors outside the College of Business

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Provides students the opportunity to learn about: 1) cultural differences between the United States and another foreign country, and 2) business practices in the foreign country. Includes on-campus instruction and a study abroad experience.

II. Student Learning Outcomes

A. Subject Matter

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

1. Explain the nature and importance of culture and cross-cultural differences in the context of conducting business activities in multiple countries.
2. Consider international, political, and economic issues in the context of business and social interactions between the U.S. and the foreign country.
3. Critically analyze and solve problems commonly faced by organizations conducting activities in multiple countries.
4. Detect ethical issues and critically evaluate ethical dilemmas faced by organizations conducting business in multiple countries.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills - Students will analyze business issues and to examine them from multiple viewpoints.

Communication Skills (written and oral)

Students will be required to prepare a written report in most cases. In addition, presentations of course material will be required.

Global and Cultural Perspectives

Students will learn about business issues and practices in a foreign country. Students will travel to the country to experience and reflect the social and economic culture.

III. Major Course Topics

- A. Introduction to Culture in the Foreign Country
- B. Implications of Cultural Differences
- C. Doing Business in the Foreign Country