WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Global Business Management
COURSE NUMBER: BBM 370

I. RATIONALE:

Regardless of the size or type of business involved, global relationships are part of an organization doing business today, whether it be employees, suppliers, or customers. Although global management is based on the universal principles of management, there are differences that need to be taken into consideration such as culture, economic structure, managing human resources, and government regulations.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Define International Business and what role it plays in today’s business world

Learning Outcomes: The student will:

A-1 Understand what international business entails.
A-2 Understand what factors lead companies to engage in international business.
A-3 Identify the elements that separate international business from domestic business.

GOAL B:
Understand the cultural environments facing business

Learning Outcomes: The student will:

B-1 Define what it means to be culturally aware.
B-2 Understand how cultures form and change.
B-3 Explain how cultural differences can affect business practices.
B-4 Understand the impact of culture shock in the business world.

GOAL C:
Understand how the political and legal environments of foreign countries affect international business

Learning Outcomes: The student will:

C-1 Identify trends in political systems.
C-2 Identify political risk in business.
C-3 Understand what role the legal environment plays in international business.
C-4 Identify legal issues in international business such as strategic concerns and intellectual property rights.

**GOAL D:**
Identify Economic Factors that affect international business

**Learning Outcomes:** The student will:

D-1 Define Gross National Income (GNI) and Gross Domestic Product (GDP).
D-2 Understand how features of the global economy such as inflation, unemployment and debt affect international business.
D-3 Define the different types of economic systems, i.e.; capitalism, market economy, command economy and mixed economy.

**GOAL E:**
Explain how the government affects international trade

**Learning Outcomes:** The student will:

E-1 Understand economic rationale for governmental intervention.
E-2 Understand non-economic rationale for governmental intervention.
E-3 Understand Cross-National Cooperation Agreements on trade through organizations such as the WTO, EU and NAFTA.

**GOAL F:**
Understand the strategy of international business

**Learning Outcomes:** The student will:

F-1 Define types of international business strategy.
F-2 Understand how a country to do international business wit is selected.
F-3 Identify Export and Import Strategies.
F-4 Identify direct investment and collaborative strategies.