



# Wayne County Community College District

## COURSE SYLLABUS

### BUS 155 International Business and Trade

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**CREDIT HOURS:** 3.00

**CONTACT HOURS:** 45.00

**COURSE DESCRIPTION:**

This course covers various methods for entering the international marketplace. Topics include national differences in political economy and culture, international trade theory, entering foreign markets, exporting/importing and countertrade, as well as the international monetary system. Emphasis is placed on the impact and dynamics of sociocultural, economic, and political factors in the foreign trade environment.

**PREREQUISITE:** BUS 150

**COREQUISITE:**

**EXPECTED COMPETENCIES:**

Upon completion of this course, the student will:

- Discuss the importance of business in the information age, and how Social media has, and will, increase the productivity of their users.
- Define the various elements of a business and how they can be varied to suit the needs of the international customers.
- Perform and understand basic Business functions within a company local and global.
- Master commands within Business sufficiently to produce simple correspondence and Documents.
- Master global business techniques and apply commands sufficiently.
- Function adequately in a team project utilizing the SWOT business context.
- Think critically, evidenced by constructive in-class and group dialogue, and preparation and delivery of an effective multimedia presentation within a company.
- Compose and Identify with Business practices and cultures around the world.

**ASSESSMENT METHODS:**

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

**GRADING SCALE:**

90%-100% = A

80%-89.9%= B

70%-79.9%= C

60%-69.9%= D

<60% = E