



International Business

This course has been designed to simulate the decision-making environment in an international business. You will be presented with problems (cases and readings) that will require you to search out more information. As in a business, you will work both individually and in small groups. You will learn the language of international business and be able to demonstrate the linkage between theory and practice (synthesis and extrapolation), as well as provide analysis and communication.

Students will form an understanding of three things:

1. The basic tools of international business: For the most part, these tools are extensions of the tools you may have already taken from the basic functional areas of business.
2. Why some things work, why others don't, and why things may turn out the way they do. This is the basic theory behind the tools.
3. The trade-offs involved in choosing one approach or tool or method over another: This is the ability to think critically about situations, options and costs. Remember, international business is no different from any other aspect of business; "There ain't no such thing as a free lunch (TANSTAF)"

Course Information

- ✓ 100% Online
- ✓ High School Credit
- ✓ UCSB Credit
- ✓ UCSB Certificate
- ✓ Taught by Experienced College Professor
- ✓ Industry Speakers

International Business

This course is divided into four major learning blocks, each of which has particular learning objectives.

UNIT 1

NATIONAL DIFFERENCES AND SIMILARITIES:

You should be able to predict the impact of major cultural factors on the work environment;

You should be able to compare and contrast the major legal systems.

UNIT 2

INTERNATIONAL INSTITUTIONS AND TRADE:

You should be able to explain how the major international trade agreements work;

You should be able to compare and contrast the major types of trading blocs and free trade zones.

UNIT 3

INTERNATIONAL CURRENCY EXCHANGE:

You should be able to compare and contrast fixed and floating exchange rates;

You should be able to explain how contracts and options work on the futures market.

UNIT 4

INTERNATIONAL STRATEGIES:

You should be able to explain how to transport something from one country to another;

You should be able to identify tariff charges and explain how they are calculated for any product entering any country that belongs to the WTO.