



EFFECTIVE: SEPTEMBER 2004
CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / Program Area: **Commerce & Business Admin.** Revision New Course

If Revision, Section(s) Revised: **C, H, J**

Date of Previous Revision: **2002-09 H**

Date of Current Revision: **2004-09**

C: **BUSN 3400** D: **International Business** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
F:	Calendar Description: This course is a survey of the international business environment. The focus is on the nature of the international business environment -- financial, cultural, social, political and legal -- and the manner in which this environment has changed and continues to change. The focus of this course will be from the perspective of a small- to medium-sized business operations, and will be case-based.	

G: H: Course Prerequisites:
ECON 3300 and FINC 3305 and FINC 2340 and Englis

M:

<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Griffin, Ricky and Michael Pustay. <u>International Business: A Managerial Perspective</u>, Latest Ed. Toronto: Addison-Wesley Publications Ltd.</p>										
<p>Q: Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Midterm</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Class participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Case presentations and write-up (Minimum - 5 cases)</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final exam</td> <td style="text-align: right;"><u>30%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table>	Midterm	30%	Class participation	10%	Case presentations and write-up (Minimum - 5 cases)	30%	Final exam	<u>30%</u>		<u>100%</u>
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Final exam	<u>30%</u>									
	<u>100%</u>									
<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p>										

Course Designer(s): **Joe Ilsever**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

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Date: September 2004