

WESTFIELD STATE COLLEGE  
Dept. of Business Management

Course Number MGMT 0338  
Offered ONLINE : Fall 2008

COURSE PREVIEW John R. Bellenoit, Adjunct Professor [jbellenoit@wsc.ma.edu](mailto:jbellenoit@wsc.ma.edu)

Title: International Business 3 credits Required – Business Core

Catalog Description:

Provides an opportunity to bring the tools and information gained in previous courses to the task of solving managerial problems in international and foreign environments. Focuses on an analysis of market opportunities, methods of entry in foreign business areas, and related business problems.

Prerequisites: MGMT 0221 and MGMT 0231

General Educational Competencies:

Critical Thinking, Quantitative Skills, Communication Skills, Self & Society,  
International Intercultural Awareness , Historical & Geographical Consciousness

international business issues and trends. Students will also have developed an insight into regional trade agreements, foreign currencies, business functions and their impact on international business operations and strategies.

Section II Description of Specific Learning Activities:

By opening Weekly Assignment Folders students will be assigned text chapters and be prepared to actively discuss material asynchronously on a weekly ONLINE basis.

Students will use the Internet to view links assigned by Instructor.

Section III Criteria of Evaluation:

Written Case Reports (3), Examinations (3), supplementary videos, and Participation in ONLINE Discussions.

Section IV Course Overview: Through the use business cases and assigned text material students

Section V Facilities, equipment, required: Access to computer and the Internet

Section VI Required Text: International Business, 6

<sup>th</sup> Ed. Charles W.L. Hill,  
McGraw-Hill ISBN 007-3260711 Web Link: [www.mhhe.com/hill](http://www.mhhe.com/hill)

This is a generic interaction plan and the official course syllabus will be available when the student begins the course.