

BA 203: Introduction to International Business

Explores processes of international trade, whether the company is an importer, exporter, or a multinational firm. Forms a basis for further study and specialization in the international business field.

In the Introduction to International Business Course, students will gain an understanding of the institutions, environments, forces, and problems that are involved when businesses operate in foreign economies. Its primary emphasis will be the dynamics of Business.

Course Student Learning Outcomes

- Communicate effectively using basic international business vocabulary enabling them to successfully follow and engage in higher-level international business courses.
- Fully comprehend basic concepts of international business that will facilitate employment in entry-level positions in international trade and commerce.
- Identify major governmental and non-governmental sources of information and import / export assistance and apply that knowledge through development of research reports tied to global business activity and country-specific business conditions.
- Identify sources of information on cultural and business practice differences between countries enabling students to prepare themselves to do business with foreign nationals from those countries or brief other business managers on proper protocols for conducting business in those countries.
- Use concepts of global business management as outlined in Domain 1 of the NASBITE Certified Global Business Professional Practice Delineation in order to successfully respond to questions specific to the global business management knowledge portion of the NASBITE Certified Global Business Professional exam.

Credits: 3

Prerequisites: [WR 115 RD 115 MTH 20](#) Equivalent placement test scores also accepted.

Program: [Business Administration](#)