

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Global Business Management

COURSE NUMBER: BBM 370

PRE-REQUISITE(S): BBM 201

COURSE DESCRIPTION:

Global relationships are a large part of an organization doing business today, whether it be employees, suppliers, or customers. Although global management is based on the universal principles of management, there are differences that need to be taken into consideration such as political, legal, economic, and cultural factors which influence doing business in foreign countries. Additional factors of human resource management and strategic planning will be addressed. To operate effectively, businesses must understand the differences between managing solely in a domestic environment compared to an international one.

MAJOR INSTRUCTIONAL GOALS:

GOAL

Learning Objectives: The student will:

- A-1 Identify the elements that separate international business from domestic business.

GOAL B:

Understand the cultural environments of global business

Learning Objectives: The student will:

- B-1 Describe what it means to be culturally aware
- B-2 Identify how cultural differences can affect business practices.
- B-3 Recognize the impact of culture shock on individuals in the business world.

GOAL C:

Explain how the political and legal environments of foreign countries affect international business

Learning Objectives: The student will:

- C-1 Identify trends in political systems, including political risks
- C-2 Describe what role the legal environment plays in international business.
- C-3 Describe legal issues in international business such as strategic concerns and intellectual property rights.

GOAL D:

Identify Economic Factors that affect international business

Learning Objectives: The student will:

- D-1 Define the Gross National Income (GNI) and Gross Domestic Product (GDP).
- D-2 Distinguish how features of the global economy such as inflation, unemployment and debt affect international business.
- D-3 Differentiate the various types of economic systems, i.e.; capitalism, market economy, command economy and mixed economy.

GOAL E:

Describe how thh