

Common Course Outline for: BUSN 2125 Business Practices in the Global Market

A. Course Description

1. Number of credits: 3
2. Prerequisites: none
3. Co-requisites: none

Catalogue description: This course examines the need for professional business practices, ethics, protocol, etiquette, and professional and social behavior in all settings of business; national and international.

B. Date last revised: June, 2018

C. Outline of Major Content Areas

Global business practices pertaining to cultural differences in Asia and the South Pacific, Europe, South and Central America, North America, and Africa. Management practices, traditions, customs, and religious differences that affect how business is conducted in various parts of the world.

Ethical behavior in the global market.

Communication skills (written, verbal, and cyber) and precision language (avoidance of slang or offensive terminology).

The finer touches (behavior) of protocol and business etiquette and social graces in formal and informal business gatherings,

F. Instruction methods will include research, role playing, lecture, guest speakers, interviews, and use of various texts.

D. Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Identify business practices pertaining to cultural differences in Asia, South Pacific, Europe, South and Central America, North America, and Africa.
2. Identify management skills pertaining to differences in culture, traditions, customs, and religion in the global market.
3. Employ ethical behavior standards in the global market.
4. Apply proper communication skills (written, verbal, and cyber) and precision language (avoidance of slang or offensive terminology).
5. Employ behavior skills for professional and social gatherings and social graces including dining etiquette, dressing right for the occasion, and body language.

E. Methods for Assessing Student Learning

Can include:

Testing

Projects

Case studies

Interviews

Students should consult their course syllabus for specific grading policies.

F. Special Information: none