

INTERNATIONAL BUSINESS

Overview

The International Business Program provides an introduction to the central aspects of international business. Topics include the economic, political, and social environments in which we operate; how international activities alter the strategies for success in management tasks of planning, marketing, finance, law and personnel; and the principles associated with the international exchange of goods, services and investments. Unique applied short courses are offered in the spring in international business law and basics of importing and exporting.

Programs of Study

Associate Degrees

- International Business, Associate of (<https://catalog.sbccc.edu/academic-departments/international-business/international-business-as/>) Science (AS) (<https://catalog.sbccc.edu/academic-departments/international-business/international-business-as/>)

Certificates of Achievement

- International Business, Certificate of Achievement (C) (<https://catalog.sbccc.edu/academic-departments/international-business/international-business-certificate-achievement/>)

Credit Courses

IBUS 102 Introduction to International Business (3 Units)

Hours: 54 (54 lecture)

Basic management principles to the international arena. The environment of international business, including politics, culture and economics, are emphasized. The structure of multinational companies, international trade and international finance also receive attention. Topics include global strategic planning, global organization, global production, marketing, human resources strategies, political risk and negotiation, and international financial management.

Transfer Information: CSU Transferable, UC Transferable

IBUS 109 Basics of Importing and Exporting (3 Units)

Hours: 54 (54 lecture)

Practical introduction to the conduct of importing and exporting. Topics include logistics, documents, contract administration, terminology, quality control, and payment procedures.

Transfer Information: CSU Transferable

IBUS 201 International Human Resource Management (3 Units)

Course Advisories: IBUS 102.

Hours: 54 (54 lecture)

Examines the functions of personnel management applied to international business. The first half of the course develops management tasks. Topics include organization, recruitment, training, evaluation, compensation, repatriation and labor relations. The second half of the course focuses on organizational behavior and structure.

Transfer Information: CSU Transferable

IBUS 210 International Trade Skills for Global Business Professionals (3 Units)

Hours: 54 (54 lecture)

Provides a detailed overview of the skills required for a career as a global business professional. Also designed as a preparatory course for those wishing to apply for the NASBITE CGBP designation (www.NASBITE.org).

Transfer Information: CSU Transferable

IBUS 211 Legal Environment of International Business (3 Units)

Hours: 54 (54 lecture)

Introduction to international business law and conflict resolution.

Topics include contracts, documents, carriage, trade finance, marketing, licensing, regulations and political risks, as well as negotiations, mediation and arbitration methods.

Transfer Information: CSU Transferable, UC Transferable

IBUS 271 International Fashion and Beauty (3 Units)

Hours: 54 (54 lecture)

Study of fashion and beauty product development. Covers entire product life cycle. Once a product is approved for consumer use, product developers are responsible for its successful public launch. They create and deliver presentations and campaigns to effectively market new items. Product developers plan, prepare and present their new creations.

Transfer Information: CSU Transferable

IBUS 273 Global Fashion and Beauty Industry Marketing (3 Units)

Hours: 54 (54 lecture)

Global trends in beauty, unlike any other period of time, now cross borders and boundaries via international travel and technology. Understanding the roles of segmentation and consumer behavior in this industry and social era of business is necessary for profitability and long term relationship connections.

Transfer Information: CSU Transferable

IBUS 275 Global Fashion Retailing (3 Units)

Hours: 54 (54 lecture)

Traditional and E-Commerce global fashion and beauty industry. Online shopping has streamlined this process for increased utility for all business channel members. The universal principles of retailing from the first exchange process to the latest E-Commerce are discussed as well as the empowerment of the consumer via social media platforms.

Transfer Information: CSU Transferable