

## Course Syllabus

**Course Title: International Business Management**

**Course Description:**

Explore successful strategies for doing business in the Far East and Europe, including identifying the countries to penetrate, hiring agents, negotiating contracts and managing supply chain.

**Course Objectives:**

1. Employ successful strategies for doing business internationally
2. Identify countries to penetrate
3. Negotiate business deals and contracts

**Lesson Plan – by week or session**

Session 1: Introductions and syllabus. Student Data Forms.  
International business management principles

Session 2: International business strategies

Session 3: Identifying countries

Session 4: Negotiation and contracts

Student Evaluation of Instruction