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| 1. Course code: | MGT439 | | | 1. Course title: | | | | | International Business | | | | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: BSc. in Business Management | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3 Credit Hours | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6-7-8 | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: TBA | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: MGT233 | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: Online | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: https://blackboard.uob.edu.bh | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Dr. Nada Megahed | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: Online | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Coordinator: Dr. Nada Megahed | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | |  | First | | | | **X** | | | Second | | | | |  | | Summer | | | | |
| 1. Textbook   International Business: A Managerial Perspective, Global Edition, 9th Edition, Griffin & Pustay, Pearson Education ©2020 ]e-Textbook[ | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library   (<http://www.ac-knowledge.net/uobv3/1>) | | | | | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g., e-Learning, field visits, periodicals, software, etc.):   Pearson MyLab: https://www.pearsonmylabandmastering.com/global/index.html  Business Cases: https://hbr.org/ | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   An understanding of international business is essential for business administration students in today's global world. This course will provide students with the knowledge, skills, and abilities to understand the global economic, cultural and social environment within which multinational firms operate. International business is different from domestic business in that it necessarily involves transactions that cross national borders while domestic business does not. This course will examine the structures and strategies of international business and assess international business's various functions. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | |
| a. Knowledge | | | b. Globalization | | | | c. Skills | | d. Communication | | | | e. Competencies | | f. Values | |
| Learning Goals | | | | | a1: General Knowledge | a2: Specific knowledge | | b1: International cross-cultural | | | b2: Global Perspective | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | | d2: Communication (Oral) | | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility |
| 1.Explain nature and importance of international business, its basic forms and activities, global market places, and international business centers. | | | | | ✓ |  | | ✓ | | | ✓ |  |  |  | |  | | ✓ |  |  |  |
| 2.Understand the differences among the classical theories of international trade, and categorize the different forms of foreign direct investment (FDI). | | | | |  | ✓ | |  | | |  | ✓ |  |  | |  | |  |  |  | ✓ |
| 3.Describe how demand and supply determine the price of foreign exchange, and the role of international banks in the foreign-exchange market. | | | | |  | ✓ | |  | | | ✓ |  | ✓ |  | |  | |  |  |  | ✓ |
| 4.Distinguish and analyze the components and levels of international strategy, and describe the international strategic management process. | | | | | ✓ |  | |  | | |  |  |  |  | | ✓ | | ✓ |  | ✓ |  |
| 5.Describe how firms analyze foreign markets, and outline the process by which firms choose their mode of entry into a foreign market. | | | | |  |  | | ✓ | | |  | ✓ |  | ✓ | |  | |  |  | ✓ |  |
| 6.Formulate business strategy to deal with all international challenges and processes. | | | | |  |  | |  | | |  |  | ✓ | ✓ | | ✓ | |  | ✓ |  |  |

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| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date (s)* |
| Continuous Assessment  (2-hour) | Short Written Quizzes  CILOs 1,2,3,4,5 | 3 | 15 % | TBD |
| Engagement Activities  (1-hour) | Business Mini-Cases  CILOs 2,3,4 | 3 | 15 % | TBD |
| Examination/ project/assignment/other | Research-Based Project & Presentation  CILOs 5,6 | 1 | 30 % | TBD |
| Final Examination  (Lockdown + Respondus) | Online Exam  CILOs 1,2,3,4,5 | 1 | 40% | TBD |
| Total |  |  | **100%** |  |

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| 1. Description of Topics Covered | |
| *Topic Title*  *(e.g., chapter/experiment title)* | *Description* |
| Overview of International Business, Global Marketplaces and Business Centers. | bullseyeDefine International Business. Discuss the importance of understanding international business. Identify and describe the basic forms of international business activities. Discuss the major marketplace and business center in the world economy. |
| |  | | --- | | International Trade and Investment | | bullseyeUnderstand the motivation for international trade. Summarize and discuss the differences among the classical country-based theories of international trade, and the modern firm-based theories to describe global strategies adopted by businesses. |
| |  | | --- | | Foreign Exchange and International Financial Markets | | Describe how demand and supply determine the price of foreign exchange. Discuss the role of international banks in the foreign-exchange market. |
| International Strategic Management | Characterize the challenges of international strategic management. Assess the basic strategic alternatives available to firms. Describe the international strategic management process. |
| |  | | --- | | Strategies for Analyzing and Entering Foreign Markets | | |  | | --- | | Discuss how firms analyze foreign markets. Outline the process by which firms choose their mode of entry into a foreign market. Discuss the advantages and disadvantages of each entry mode. | |
| International Marketing | Characterize the nature of marketing management in international business. Discuss the basic kinds of product policies and decisions made in international business. Identify pricing, promotion, and distribution issues and evaluate their decisions in international business. |

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| 1. Weekly Schedule |

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| **Week** | **Topics covered** | **CILOs** | **Teaching Method** | **Assessment** |
| **1** | Ch1: An Overview of International Business | **1** | - Online Lecture  - Flipped Classes  - Business Simulation Games  - Business Mini-Cases | Continuous Assessment  &  Engagement Activities  &  Final Exam |
| **2** | Ch2: Global Marketplaces and Business Centres | **1** |
| **3** | Ch6: International Trade & Investment | **1,2** |
| **4** | Ch6: International Trade & Investment **(Cont.)** | **1,2** |
| **5** | Ch8: Foreign Exchange and International Financial Markets | **2,3** |
| **6** | Ch10: International Cooperation Among Nations | **3** |
| **7** | Ch11: International Strategic Management | **4** |
| **8** | MID SEMESTER BREAK | | | |
| **9** | Ch12: Strategies for Analyzing and Entering Foreign Markets | **4,5** | - Online Lecture  - Flipped Classes  - Business Simulation Games  - Business Mini-Cases | Continuous Assessment  &  Engagement Activities  &  Final Exam |
| **10** | Ch12: Strategies for Analyzing and Entering Foreign Markets **(Cont.)** | **4,5** |
| **11** | Ch16: International Marketing | **3,5** |
| **12** | Ch16: International Marketing **(Cont.)** | **5,6** |
| **13** | Ch17: International Operations Management | **5,6** |
| **14** | Ch19: International Human Resource Management and Labor Relations | **5,6** |
| **15** | Presentations of Group Assignments | **2,3,4,5,6** | Projects Presentations | Research-Based Project |
| **16** | Presentations of Group Assignments | **2,3,4,5,6** |