

Course Description Template

Faculty: Business Administration

Department: Business Management

COURSE TITLE	International Business Environments and Operations	COURSE CODE NO.	1601718
LECTURER(S)			
CREDIT VALUE	3	DURATION OF COURSE	16 WEEKS
PRE-REQUISITE(S)	No Pre-Requisite		
COURSE DESCRIPTION:			
<p>This course provides an in-depth review of current international business and the global economy from a management perspective. The rapid, sustained growth of global trade and foreign investment by multinational enterprises creates new challenges for managers, faced with increased competition, fast-paced technological innovation, and pressure for ethical conduct, workplace diversity and customer focus around the globe. It provides an overview of economic, social, cultural, and political/legal forces and factors influencing cross-border business and an introduction to international dimensions of business functions and operations. Topics include international trade theories and practices, economic integration, differences in legal, political, economic, and cultural environments, and the strategies and structures adopted by multinational enterprises to compete in the global marketplace.</p>			
COURSE OBJECTIVE:			
<p>Upon successful completion of this class, a student will be able to:</p> <ol style="list-style-type: none"> (1) Develop an understanding of the worldwide developments and foundations for international business and the cultural context for managing in an overseas environment. (2) Develop an understanding of the economic, political, and legal changes that have taken place in the era of Globalization. (3) Develop an understanding of the global monetary framework in which international business transactions are conducted. (4) Develop an understanding of the Foreign Exchange Market in which international business transactions can be affected. (5) Examines the strategies and structures that firms adapt to compete effectively in the international business environment. (6) Develop an understanding of the horizons of international business and management in the areas of social responsibility and ethics in the era of globalization. 			
LEARNING/TEACHING METHODS:			
<ul style="list-style-type: none"> - Lectures and discussion. - Group discussions (team work) - Case studies 			

ASSIGNMENTS:			
<ul style="list-style-type: none"> - Research papers and (Final paper). - Student's presentation or selected issues. 			
ASSESSMENT:			
<ul style="list-style-type: none"> - Mid Term Exam 30% - Papers and Cases Study 20% - Class Participation 10% - Final Exam 40% 			
CLASS POLICIES			
Attendance is required participation. If the student needs to miss class, he/she should consult the instructor stating the reasons for his/her absence.			
SYLLABUS PLAN:			
WEEK	TOPIC	HOURS	COMMENTS
1	Background for International business	3	Case Analysis:
2	Ch 1) Globalization and International Business.	3	Presentation:
3	Ch 2) The Cultural Environments Facing Business. Ch 3) The Political and Legal Environments Facing Business.	3	Participation:
4	Ch 4) The Economic Environments Facing Business. Ch 5) Globalization and Society.	3	
5	Ch 6) International Trade and Factor Mobility Theory Ch 7) Governmental Influences on Trade.	3	
6	Ch 8) Cross-National Cooperation and Agreement.	3	
7	Mid Term Exam	3	
8	Ch 9) Global Foreign-Exchange Rates. Ch 10) The Determination of Exchange Rate.	3	
9	Ch 11) The strategy of International Business. Ch 12) Country Evaluation and Selection.	3	
10	Ch 13) Export and Import.	3	
11	Ch 14) Direct Investment and Collaborative Strategies.	3	
12	Ch 15) The Organization of International Business.	3	
13	Ch 17) Global Manufacturing and Supply Chain Management.	3	
14	Research Papers Presentation.		
15	Research Papers Presentation.		
16	Final Exam.	3	

Text Book: - Daniels, J., Radenbaugh, L. & Sullivan, D. (2013). International Business: Environments and Operations, 14th Ed. Pearson Prentice Hall.