

**Faculty of Commerce & Business Administration**

**International Business Management**

**Information :**

**Course Code :** MGT 379

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Department of Marketing

**Area Of Study :**

This course comprises the basic of economic, technological, political and cultural setting of international business, including multinational corporations, international organizations, types of governments and cultural differences, international transaction practices

**Description :**

An introduction to the economic, technological, political and cultural settings of international business, including multinational corporations. International organizations, types of governments and cultural differences, international transaction practices and debates management of multinationals

**Course outcomes :**

**a.Knowledge and Understanding: :**

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|-----|---|
| 1 - | Define the foundations of international business management, strategy, policy, direction and activities |
| 2 - | Discus why do firm internationalize and how international business differ from domestic business.       |

**b.Intellectual Skills: :**

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|-----|--|
| 1 - | Discover the nature of international and its relationship with other subjects. |
| 2 - | Identify ways to respond to international business problems.                   |

**c.Professional and Practical Skills: :**

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|-----|---|
| 1 - | Apply their knowledge to explore their opportunities as future managers and entrepreneurs.                                      |
| 2 - | Students deepen their understanding of the environment changes aspects and its effect on the international business management. |

**d.General and Transferable Skills: :**

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| 1 - | Asses managerial problems.                                      |
| 2 - | Interact efficiently and efficiency in decision making process. |

**Course Topic And Contents :**

Topic	No. of hours	Lecture	Tutorial / Practical
What is international business	4	3	1
Globalization of markets and the internationalization	4	3	1
The cultural environment of international business	4	3	1
Revision before midterm 1	4	3	1

**Course Topic And Contents :**

Topic	No. of hours	Lecture	Tutorial / Practical
Ethics and international business	4	3	1
1st mid-term exam	2	0	0
Theories of international trade and investment	4	3	1
Political and legal systems in national environments	4	3	1
Regional economic integration	4	3	1
Revision before midterm 2	4	3	1
Midterm 2	2	0	0
Exporting and countertrade	4	3	1
Foreign direct investment	4	3	1
Final revision	4	3	1
Final exam	4	3	1

**Teaching And Learning Methodologies :**

Data show and computer in lectures
Video demonstration
Group discussion
Self –learning

**Course Assessment :**

Methods of assessment	Relative weight %	Week No	Assess What
Assignment and project	20.00	13	
Final exam	40.00	16	
Mid-Term Exam1	20.00	6	
Mid-Term Exam2	20.00	11	

**Course Notes :**

Handouts
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**Recommended books :**

International business the new realities –second edition by S.Tamer Cavusgil, Gary knight, john R Riesenberger
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**Periodicals :**

Periodicals
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**Web Sites :**

Websites
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