

Course: Bachelor of Business Administration (Hons.)

1.	Course Title	International Business اسم المادة
2.	Course Code	BBUS4043 رمز المادة
3.	Status	Major مادة أساسية
4.	Credit Hour	3 (2+1) 2 lectures (2 hours per week x 14 weeks) 1 tutorial (1.5 hours per week x 14 weeks) عدد الساعات المعتمدة
5.	Semester/Year	1/4 الفصل الدراسي
6.	Prerequisites	Nil المتطلب السابق إن وجد
7.	Teaching method:	Distance Learning (Electronic) طريقة التدريس
8.	Evaluation	Assessment and Marking Percentage: Quizzes الامتحانات القصيرة 10 % Assignments الواجبات 10 % Interactions through discussion board المنتديات 10 % Mid-Semester Exam الامتحان النصفى 20 % Final Examination الامتحان النهائي 50 %
9.	Lecturer	N/A
10.	Objective of the Subject	The main objectives of this subject is to introduce students to the micro and macro environment when dealing with business at the global level. Further, it also aims to indulge students to the knowledge on how to manage an international business venture. They will be honed with key concepts and skills in identifying opportunities, and strategizing the whole business processes which concerns management of human resources, marketing, finance, production towards capturing global economic opportunities.
11.	Learning Outcomes	BBUS4043 allows students to: <ul style="list-style-type: none"> understand the challenges of globalization and importance of participating in international business. be familiar with key factors which influence decision making processes in international business be familiar with trade theories and the arguments that international trade improves the welfare of all countries. be familiar with the global monetary system which include the foreign exchange market and the global capital market. understand the political ramification and risks of doing business outside of one's home country. be exposed to the effect of culture on the practice of business. be aware of various modes of international business entry and strategic alliances. be aware of "stateless" multinational enterprises and transnational organizations. analyze the needs to restructure international functions of marketing, logistics, accounting, taxation, human resource management to suit the parameters of international business. integrate students' religious faith with learning
12.	Synopsis	This subject allow students to examine international business from two lenses. The first part of the subject leads students to understand the macro- environments of international business. This involves students to appreciate the significance of globalization, cultural diversity, political variations, international trade, types of government interventions, foreign direct investment, regional economic integration, world conflicts and dynamics as well as international monetary system. The second part of the course provides students with fundamental understanding of the micro-environment of international business. This subject exposes students to the knowledge on how to manage an international business venture. They will be honed with key concepts and skills in identifying opportunities, and strategizing the whole business processes which concerns management of human resources, marketing, finance, production towards capturing global economic opportunities.

13.	Topics	Details	Lecture (Hrs)	Tutorial (Hrs)
	Topic 1	The Global Perspectives <ul style="list-style-type: none"> • International business and Globalization • Entrepreneurs and small business • National business environment • International business environment • Development in International Business- The Past, Present and Future Outlook <ul style="list-style-type: none"> ○ World Trade Pattern ○ Direct Investment Pattern 	3	1.5
	Topic 2	Comparative Environmental Frameworks <ul style="list-style-type: none"> • The Economic Environment • Political Environment • Human and Cultural Environment • Legal Environment • Technological Environment 	3	3
	Topic 3	Theories and Institutions <ul style="list-style-type: none"> • International Trade Theories • Governmental Influence on International Trade • Rationality and Theories of Foreign Direct Investment (FDI) • Co-operations and Agreements Among Nations (Regional Economic Integrations) 	3	1.5
	Topic 4	International Business and World Dynamics <ul style="list-style-type: none"> • Impact of Multinationals • International Business Diplomacy • Muslims Countries, North-South and East-West Business • Implications of International Relations towards International Business 	3	3
	Topic 5	Global Monetary Framework <ul style="list-style-type: none"> • Foreign market Exchange • The International Monetary System • The Global Capital Market 	3	1.5
	Topic 6	Strategizing, Organizing and Controlling for International Business <ul style="list-style-type: none"> • Strategies for International Business • Organization and Structure for International Business • Controlling of International Business • Entry Modes and Alliances 	3	3
	Topic 7	Global Strategic Human Resource Management <ul style="list-style-type: none"> • Strategic Role of HRM • Staffing Policy • Training & Development • Compensation • Performance Management • International Labor Relations 	2	1.5
	Topic 8	Global Value-Added Chain of Materials and Service Management <ul style="list-style-type: none"> • Concept of Value Chain & Quality • Value Chain for Manufacturing Industry • Value Chain for Service Industry Market Segmentation 	2	1.5
	Topic 9	Global Marketing and Research & Development <ul style="list-style-type: none"> • Globalization of markets and Brands • Segmenting Markets • Restructuring the Marketing Mix for Global Markets • Research & Development for Global Products 	2	1.5
	Topic 10	Accounting in International Business <ul style="list-style-type: none"> • Country Differences in International Standards 	2	1.5

		<ul style="list-style-type: none">• Consequences of Different Accounting Standards• Multinational Consolidation and Currency Translation• Accounting System as a Controlling System		
	Topic 11	Global Financial Management <ul style="list-style-type: none">• Investment Decisions• Financing Decisions• Money Management<ul style="list-style-type: none">○ Moving Money Across Borders○ Managing Foreign Exchange Risks	2	1.5
		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main references:	1. Charles W.L. Hill(2006). International Business: Competing in the Global Marketplace (6th ed.). McGraw-Hill. 2. Fred H. Maidment (2006). Annual Editions: International business (14th ed). McGraw-Hill/Dushkin 3. Robert T. Moran, Philip R. Harris and Saran V. Moran (2007). Managing Cultural Differences (7th ed). Butterworth-Heinemann 4. Frederic S. Mishkin (2007). The Economics of Money, Banking and Financial Markets (8th ed). Addison-Wesley.		
15.	Additional References: Other Materials:	1. Jagdish H. Bhagwati, Arvind Panagariya and T.N. Srinivasan (1998). Lectures on International Trade . MIT press 2. William E. Connolly (2007). Democracy, Pluralism and Political Theory (13th ed). Routledge All other materials will be available to students online.		

