

**International Business Management**

<b>Course Title</b>	International Business Management		
<b>Course Code</b>	IBS301	<b>Course Type</b>	Business Course
<b>Credit</b>	3	<b>Contact Hours</b>	45
<b>Prerequisites</b>	BUS110	<b>Co-Requisites</b>	None
<b>Duration</b>	15 weeks	<b>Class Type</b>	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	40	1. Learn the fundamental concepts associated with conducting business at the global level. 2. Distinct from a purely 'international' perspective, 'global' resonates with globalization
2. Asian Expertise	20	
3. Creative Management Mind	15	
4. Cross Cultural Communication	15	
5. Social Responsibility	10	

**Course Description**

This introductory course provides an overview of conducting international business, with an emphasis on what makes international business different from domestic business. The course will explore the impact of social and political systems and the institutional environment within countries on the conduct of international business. The course will clarify how functional activities are conducted at the international level, and how the dynamic interface between host countries and firms is managed. Students will gain insights into the various alternatives for global business and their managerial implications.

**Learning and Teaching Structure**

Students are expected to prepare for the weekly lectures and seminars. Lectures are built around textbook chapters and students should read the chapter prior to attending class to gain as much as possible from the lecture. The lecture is presented for the first hour followed by a short break. The following two hours is dedicated to seminar work. There will be group work preparing answers to assigned questions. On a rotation basis, a presenter will be selected from each group who will stand before the class and deliver the answer to the question. Seminars are an opportunity for students to reinforce learning, delve into specific issues and, importantly, participate. In order for this to work, it is essential that you arrive at class prepared. The course will be conducted using DropBox and Moodle, and all students must familiarize themselves with their usage. There will be no printed notes, and all of the distributed material will be in electronic form.

Assessment	%	Text and Materials
Attendance & Participant	20	Title: Global Business Today
In-class Essay & Presentation	20	Edition(s): 8th
Midterm Examination	20	Author: Hill, Udayasankar
Final Examination	40	Publisher(s): Mc-Graw Hill (ISBN-13: 978-1-259-01178-8)

**Course content by Week**

1	Course outline and Introduction
2	Corporate Social
3	Globalization
4	National differences in political economy
5	Differences in culture
6	Ethics in international business, Midterm Examination
7	International trade theory
8	The political economy of international trade
9	Foreign direct investment
10	International monetary system
11	Regional economic integration
12-14	Individual in-class presentations
15	Final written Examination