



Course Syllabus & Curriculum
MGT – 302: International Business
Environments & Operations

Semester – Academic Year 2014

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Class Hours: (Section 46628) 02.00 – 02.50 pm. (Sun, Tue, Thu)
(Section 46817) 10.00 – 11.50 pm. (Mon) 10.00 – 10.50 pm. (Wed)
Office Hours: 08:00 – 02.00 p.m. (Sun to Thu)

Course Description & Objectives:

The focus of the course is to develop understanding of the major economic, political, legal and cultural factors which contribute to the formation of the international business environment.

The course introduces students to the field of international business which broadly refers to the conduct of business across national borders. An international business, on the other hand, refers to any firm that engages in international trade or investment in a country or countries other than its own. Students enrolled in this course have the opportunity to understand the terminology, theories, principles, models, and frameworks to explain WHY and HOW a firm engages in business in a country or countries other than its own.

The course takes a managerial approach in providing an overview of the economic, social, environmental, political, technological and cultural dimensions of doing business across borders as well as the local and international actors that may impact the firm's success in its international business operations. Furthermore, the course provides an overview of the various strategies, structures, and operations of a firm as it faces the global issues and trends associated with the conduct of business beyond its borders. The course builds on the premise that the business world has become increasingly globalized and borderless and understanding this phenomenon from a managerial perspective is an important element in the study of modern business in a global context.

Learning Objectives: On successful completion of this course, students should be able to:

1. Explain the basic terms and concepts that are commonly used in the study of international business
2. Differentiate a firm with local or domestic business operations from a firm that is engaged in international business
3. Evaluate the managerial importance of economic, social, political, legal, ethical and cultural forces, actors and/or institutions in a firm's conduct of business across borders
4. Explain the various strategies and organizational structures a firm may implement as it ventures into international business operations
5. Explain and evaluate the major modes of entry into international markets
6. Explain the various operational or functional issues of international business operations with respect to marketing, production and logistics, human resource management and accounting
7. Design an action plan for a hypothetical business firm on how to enter a foreign market in order to take advantage of an international business opportunity.

Textbook: International Business Environments & Operations (14th Edition) by Daniels, Radebaugh, Sullivan. Published by Pearson.

**Assessments**

Assignments (Case study solving x 3)	: 15%
Class Attendance & Participation	: 05%
First Mid-Term (Descriptive Questions, MCQs, True False)	: 20%
Second Mid-Term (Descriptive Questions, MCQs, True False)	: 20%
Final Exam: (Descriptive Questions, MCQs, True False)	: 40%

Attendance: It is compulsory to attend at least 75% of all classes. Any student failing to attend 75% of the classes will not be able to sit in the Final Examination

Make-ups: If a student misses the mid-term he has to provide a documented proof for the reason of absence in order to resist in the make-up examination. Moreover, late submission of any required assignment means getting less marks for that assignment. (Make-ups are entertained only in genuine cases approved by Department Chairman).

Policy on Academic Integrity: Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic dishonesty will be strictly enforced.

Taking the words of others or presenting the ideas of others as your own not only prohibits you from learning the skills of academic research, it also violates the University's Code of Academic Integrity. The University defines academic dishonesty as "cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information."

Please make yourself familiar with the University's Code of Academic Integrity. There will be zero tolerance for plagiarism and cheating. Please note that the Code stipulates that you cannot submit work prepared for another course—if you want to re-use research done in previous courses, discuss details with me before you start on the paper. If you are not sure about how to represent another person's work in an assignment, contact me for advice before submitting. The code specifies that the minimum sanction for plagiarism is an F on the particular assignment; repeated offenses carry an F for the class as the minimum penalty.

Course Coverage:

- **Week 1 & 2:** what is globalization and international business? Why companies engage in international business and why international business growth has accelerated, globalization's future and the major criticisms of globalization. (Chapter 1)
- **Week 3:** what are the methods of cultural environments? Major causes of cultural difference and change, behavioral factors influencing countries' business practices. (Chapter-2)
- **Week 4:** The Political and Legal Environments Facing Business, the philosophy and practices of the political environment, trends in contemporary political systems, idea of political risk and approaches, philosophy and practices of the legal system legal issues facing by international companies. (Chapter – 3)
- **Week 5:** The Economic Environments Facing Business, the importance of economic analysis, idea of economic freedom, the characteristics of the types of economic systems, notion of state capitalism. , To profile indicators of economic development, performance, and potential. (Chapter – 4)
- **Week 6 & 7:** Globalization and Society: broad foundation of ethical behavior: cultural and legal foundations of ethical behavior: social responsibility when operating internationally, especially in the areas of sustainability: To discuss some key issues in the social activities

and consequences of globalized business: corporate responses to globalization in the form of codes of conduct, among other things. (Chapter – 5)

- **Week 8: Revision of Chapter** (1,2,3,4 & 5 Mid Term 1 Exam)
- **Case Study 1.** Connect Cultures. Maximize Performance. PEPSI Co.

First Mid-Term: [Descriptive Questions, MCQs, True False] (Chapters: 1,2,3,4 & 5)]

- **Week 9:** Governmental Influence on Trade: To explain the rationales for governmental policies that enhance and restrict trade, the effects of pressure groups on trade policies: To describe the potential and actual effects of governmental intervention on the free flow of trade: The major means by which trade is restricted and regulated: The business uncertainties and business opportunities created by governmental trade policies. (Chapter 7)
- Cross-National Cooperation and Agreements: To identify the major characteristics and challenges of the World Trade Organization: To discuss the pros and cons of global, bilateral, and regional integration: To describe the static and dynamic impact of trade agreements on trade and investment flows: To define different forms of regional economic integration: To compare and contrast different regional trading groups: To describe other forms of global cooperation such as the United Nations and OPEC. (Chapter 8)
- **Week 10:** Global Foreign Exchange Markets: To learn the fundamentals of foreign exchange: To identify the major characteristics of the foreign-exchange market and how governments control the flow of currencies across national borders: To describe how the foreign Exchange market works: To examine the different institutions that deal in foreign exchange: To understand why companies deal in foreign exchange. (Chapter 9).
- **Week 11:** The Determination of Exchange Rates: International Monetary Fund and its role in the determination of exchange rates: To discuss the major exchange-rate arrangements that countries use: To explain how the European Monetary System works and how the euro became the currency of the euro zone: To identify the major determinants of exchange rates To show how managers try to forecast exchange-rate movements: To explain how exchange rate movements influence business decisions. (Chapter –10).
- **Week 12:** Revision (7, 8, 9 & 10)
- **Case Study 2.** The Rise of Samsung Electronics

Second Mid Term [Descriptive Questions, MCQs, True False] (Chapters: 7, 8, 9 & 10)]

- **Week 13:** The Strategy of International Business: To evaluate industry structure, firm strategy, and value creation: To profile the features and functions of the value chain: To assess how managers configure and coordinate a value chain: To explain global integration and local responsiveness: To profile the types of strategies firms use in international business. (Chapter – 11)
- **Week 14:** Country Evaluation and Selection: To grasp company strategies for sequencing the penetration of countries: To see how scanning techniques can help managers both limit geographic alternatives and consider otherwise overlooked areas: To discern the major opportunity and risk variables a company should consider when deciding whether and where to expand abroad: To know the methods and problems of collecting and comparing international information: To understand some simplifying tools for helping decide where to operate: To consider how companies allocate emphasis among the countries where they

operate: To comprehend why location decisions do not necessarily compare different countries' possibilities (Chapter – 12).

- **Week 15:** Export and Import: To introduce the idea of exporting and profile its elements: To introduce the idea of importing and profile its elements: To identify the problems and pitfalls that challenge international traders: To identify the resources and assistance that helps international traders: To discuss the idea of an export plan: To outline the practice of countertrade. (Chapter – 13).
- **Week 16:** Marketing Globally: To understand a variety of international product policies and their appropriate circumstances: To be aware of product alterations when deciding between standardized and differentiated marketing programs among countries: To appreciate the pricing complexities when selling in foreign markets: To be familiar with country differences that may necessitate alterations in promotional practices: To comprehend the different branding strategies companies may employ internationally: To discern effective practices and complications of international distribution: To perceive why and how emphasis within the marketing mix may vary among countries. (Chapter – 15).
- **Week 17:** Revision (Chapters: 11, 12, 13 & 15)
- **Case Study 3.** Connecting within one-world
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Week 18: Final Exam [Descriptive Questions, MCQs, True False) (Chapters: 1, 5, 11, 12, 13 & 15)]

Details on the Mode of Assessment.

- **Class Activities** **20%**
 - Attendance & Participation 5 %
 - Assessment 15%
 - *Case Study Solving: Writing, presentation & question answer session.*
 - *To assess Analytical Skills/logical skills, written & Communication Skills.*
- **Mid-term Examinations** **40%**
 - Mid-term exam 1 – [Descriptive Questions, MCQs, True False] (Chapters: 1,2,3,4 & 5)] 20%
 - Mid-term exam 2 – [Descriptive Questions, MCQs, True False] (Chapters: 7, 8, 9 & 10)] 20%
 - *To assess written, Conceptual & application Skills.*
- **Final Examination** **40%**
 - [Descriptive Questions, MCQs, True False] (Chapters: 1, 5, 11, 12, 13 & 15)] 40%
 - *To assess written, Conceptual & application Skills.*

Total Percentage: 100 %