**Course Syllabus**

**MGT – 302:International Business**

Semester – I of Academic Year 2017 -2018

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**Course Description & Objectives**

We live in a world of intensifying global relationships, one in which international business has become the key determinant of economic development and prosperity. This course is designed to give students a fundamental understanding of the environment in which international business operates and of the business practices required to compete successfully in global markets. A secondary goal for this course is for students to develop the basic decision-making skills associated with managing different aspects of international business. In order to facilitate these goals, students will be exposed to a variety of information and experience through readings in the text, articles on international business, international data bases, business cases, and a group project based on a global business situation.

* Demonstrate an understanding of the environmental aspects of international business on a variety of contexts, including socio-cultural, political, financial and economic
* Gain an understanding of the international dimensions of business functions, including marketing, finance, management, operations, accounting and entrepreneurship
* Participate in action-learning opportunities, like immersion projects and international field studies, to gain practical exposure to international business and the global arena

**Course Effectiveness Matrix:**

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| --- | --- | --- | --- | --- |
| **No.** | **Course Learning Objective** | **Linked to Program Learning Goal(s)** | **Teaching strategy )** | **Assessment Method** |
| 1 | Define the concept of culture and globalization | LG.5 | Lecture, Articles | Quizzes , assignment |
| 2 | Demonstrate the knowledge and ability of problem solving | LG.2 /OB .2.1 | Group discussion | Assignments, paper exam. |
| 3 | Analyse and examine the study of changing economic, political and cultural environment. | OB 4.1  LG 5 | Videos ,lecture | Group work ,Open Book exam |
| 4 | Evaluate the challenges faced by the managers in implementing strategies. | LG.4 | Lecture, Video | Quiz based on the video |
| 5 | Select and compare strategies of different entry modes for international marketing. | LG.2 | Case study project where student understand the international market and analyse the business environment. | Group work |

## *Textbook:International Business: A Managerial Perspective,Ricky W. Griffin, Mike W. Pustay, 8th Edition Pearson*

**Assessments**

Assignments : 10% (cases & Application exercises )

Project : 10%

First Mid-Term : 20%

Second Mid-Term : 20%

Final Exam : 40%

* **MIDTERM ONE : week 6**
* **MIDTERM TWO : week 12**

**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 she 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).

**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:**

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| --- | --- |
| **Topics** | **15-Week Course( May Vary)** |
| 1. Globalization 2. Cross-Cultural Business | Wk 1 & Wk 2 |
| 1. Politics, Law, and Business Ethics 2. Economics and Emerging Markets 3. International Trade | Wk 3, Wk 4 & Wk 5 |
| 1. Business-Government Trade Relations 2. Foreign Direct Investment 3. Regional Economic Integration 4. International Monetary System | Wk 6, Wk 7, Wk 8 & Wk 9 |
| 1. International Strategy and Organization 2. Analyzing International Opportunities 3. Selecting and Managing Entry Modes | Wk 10, Wk 11 & Wk 12 |
| 1. Developing and Marketing Products 2. Managing International Operations 3. Hiring and Managing Employees | Wk 13, Wk 14 & Wk 15 |