

## Planning and Quality Assurance Affairs

Form (A)

### Course Specifications

#### General Information

<b>Course name</b>	International Management
<b>Course number</b>	EBUS4315
<b>Faculty</b>	
<b>Department</b>	
<b>Course type</b>	Major Needs
<b>Course level</b>	4
<b>Credit hours (theoretical)</b>	3
<b>Credit hours (practical)</b>	0
<b>Course Prerequisites</b>	

#### Course Objectives

- 1 - To give students the knowledge and understanding of the unique aspects involved doing business internationally on a business, legal and political level.
- 2 - To give students a basic understanding of international trade including: a. An understanding of trade rules and free trade agreements; b. An understanding of the policies and government dynamics between the two; c. An understanding of imports/exports and the international system of tariffs and duties; and d. An understanding of international rules governing abuses and sanctions.
- 3 - To increase an awareness and understanding of the different governmental and non-governmental bodies involved in international business including: IMF, UN, WTO (and GATT), OECD, NATO, and OPEC.
- 4 - To understand strategies used by business in the international market on a competitive basis.
- 5 - To understand the cultural effect on business and to analyze the ethics involved in cross border transactions and to understand the dynamics with differing legal systems.
- 6 - To understand the issues involved in developing economies and the business and political issues surrounding the business and market dynamics.
- 7 - Most importantly, the students hopefully will create a general awareness of global issues that will allow them deeper insight in world issues and will allow them to keep on top of issues that may affect them as individuals and as part of a larger entity.

## Intended Learning Outcomes

### Knowledge and Understanding

- \* Take into account the impact of various economic, legal, cultural, geographical, and political systems on international business.
- \* Assist in the importing and exporting functions of a business.
- \* Develop strategies to utilize domestic and foreign government programs, policies, and agencies which facilitate international trade.
- \* Participate in the development of an international business plan. Develop strategies to negotiate effectively within various cultural environments.
- \* Explain how international factors affect domestic concerns
- \* Explain regional economic integration and economic and political integration
- \* Explain the main institutions that shape the global marketplace
- \* Explain the key legal issues related to businesses operating in other countries

## Course Contents

- 1 - This course is the foundation of international business with an emphasis on the risks of going abroad. Through theories of international business students will apply their knowledge through a country analysis to manage risk going abroad. This course will create a wide knowledge on a number of major ideas that are associated with risk. These themes include globalization, cultural and societal environment, trade theory, government in international business, entry modes, economic integration, emerging markets, financial institutions, marketing and management strategy.
- 2 - This course will reveal the differences between domestic and international business. The international layer added to business creates a dynamic interaction between the business and the customer. There is a strong need to understand the market and know the tools to evaluate the market. Through lectures, class discussions, case studies

## Teaching and Learning Methods

- 1 - Through lectures
- 2 - Class discussions
- 3 - And case studies

## Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Exam	6 weeks	30
Final Exam	14 Weeks	60
Case study- Group presentation	10 Weeks	10

## Knowledge and Skills Matrix

Main Course Contents	Study Week	Knowledge and Understanding	Intellectual Skills	Professional Skills	General Skill
To give students the knowledge and understanding of the unique aspects involved doing business .internationally on a business, legal and political, social, economical level.	16 weeks	revealing the differences between domestic and international business .	International planning and imagination of the international business enviornment	Ability to proceed international, relationship, and linguistics skills	the impact of various economic, legal, cultural, geographical, and political systems on international business. * Assist in the importing and exporting functions of a business.