

# Course Outline - International Business Management

## General Information

Course title: International Business Management

Course pre-requisite(s): There are no prerequisites for this course. General interest in business management is sufficient.

## Course Overview

This course will sensitize participants towards various introductory topics which fall under Business Management. This sensitization/understanding will help them in finding their space in the business world as the world is getting more and more connected (because of ICTs) and we are becoming more and more global citizens.

## Learning Outcomes

At the end of this introductory course, students will be better informed about various business management concepts. This may help them in deciding which side of business they want to investigate more in their future studies (or take on entrepreneurial activities).

At the end of this course, students will be able to

- demonstrate an understanding of the main concepts in International Business,
- recognize the main drivers of globalization and describe the changing nature of the global economy.
- identify the political instruments used by governments to influence international trade flows.
- identify criteria for analyzing markets.
- know about the process and research tools.
- summarize the different theories explaining trade flows between nations.
- explain the history, current scope, and future prospects of the world's most important regional economic agreements.
- examine current trends regarding foreign direct investment in the world economy.
- associate the implications for management practice of national difference in political economy and culture.

## Course Content

The following is tentative schedule: Details are on the website

<http://tashfeen.pbworks.com/w/page/139372611/MODULE%2016%3A%20INTERNATIONAL%20TRADE%20AND%20MARKETS>

Ch 1: Globalization

Ch 2: Culture in Business

Ch 5: Ethics, Corporate Social Responsibility, and Sustainability

Ch 3: Cross-Cultural Negotiation and Decision Making

Ch 4: National Differences in Political, Economic, Legal, and Technological Systems

Ch 7: Government Policy and International Trade

Ch 8: Foreign Direct Investment

Ch 9: Regional Economic Integration

Ch 13: Formulating and Implementing Strategy  
Ch 14: Organization of International Business Structures and Control Systems  
Ch 15: Entry Strategy and Strategic Alliances  
Ch 17: Global Production and Supply Chain Management  
Ch 18: Global Marketing and Research and Development  
Ch 19: Global Human Resource Management

### **Instructional Method**

Lectures, class discussions, case examples, videos, Guest Lecturer

### **Required Course Materials**

Material is available on my website:

<http://tashfeen.pbworks.com/w/page/139372611/MODULE%2016%3A%20INTERNATIONAL%20TRADE%20AND%20MARKETS>

### **Assessment**

Evaluation criteria and grading (weighted categories)

- Class Discussion Participation: 40%
- Video Submission: 40%
- Individual Reflection Exercise: 20%