



Khwaja Fareed University of Engineering & Information Technology, RYK

Institute of Business Administration

Course Outline

International Business Management (3 Credit Hours)

Pre-Requisite:	None
Course Type:	International Business Management
Theory/Lab:	Theory
Program:	Bachelor of Business Administration (BBA) – 8th
Total Lectures:	32

Course Introduction

The purpose of this course is to introduce you to the basics of business management. This course will cover the basics of the system of international thorough understanding of the leading tools of marketing strategy, including their application to a range of domestic and international business plans. This course emphasizes the understanding of public policy processes from a corporate perspective, thereby shedding light on both corporate strategies towards political, regulatory, and associated processes and on the better design of regulation that anticipates corporate responses.

Course Contents

Introduction: Introduction to the Course, Ethics and Social Responsibility, International Trade Theory, Economic Systems and Market Methods, International Business and Global World, Evolution of International Business, The growth of business, World Bank System, International Monetary Fund, Strategies for International Business, Evaluation of Countries Operations, Funding and Sources in International Environment, Strategies for International Business.

Mapping of CLOs and PLOs

Sr. No	Course Learning Outcomes	PLOs	Blooms Taxonomy
CLO_1	Be able to understand the international business environment and Legal system of Internationalization	PLO-5	C(1&2)(Knowledge and Understanding)
CLO_2	Be able to Observe, analyze, synthesize, apply and evaluate business information and Trade	PLO-4	C(2) Comprehension
CLO_3	Be able to Use General Concepts of International Business Management to record common business transactions involving in FDI, Legal Laws	PLO-12	C(3) Application

CLO Assessment Mechanism

Assessment tools	Percentage contribution of tools related to CLO_1	Percentage contribution of tools related to CLO_2	Percentage contribution of tools related to CLO_3
Quizzes	30%	10%	0%
Assignments	0%	0%	10%
Midterm Exam	35%	40%	50%
Final Exam	35%	50%	40%

	100%	100%	100%
Overall Grading Policy			
Assessment Items	Percentage		
Quizzes	10%		
Assignments	5%		
Midterm Exam	30%		
Final Exam	50%		
Class Behavior	5%		
Reference books: a. International Business: Environment and Operations: Daniels, Radebaugh, and Sullivan (Ed 15th). 2015. b. International Business Management by Griffin 8th addition. c. Global Competitive Strategy: Spulber. 2007			
Administrative Instructions			
- According to institute policy, 75% attendance is mandatory to appear in the final examination. - In any case, there will be no retake of (scheduled/surprise) quizzes. - For queries, kindly follow the office hours in order to avoid an			
LMS Usage			
Students are required to visit LMS Course portal regularly for latest course information, important notifications regarding lectures, Quizzes, homework/assignments etc.			
Lecture Breakdown			
Week	Topics		Activity
Week 1	Introduction to the Course Chapter-1 - The history of international business - The Objectives of international business - Introduction to Business and Globalization - GATT/WTO - Globalization		
Week 2	Global Culture Chapter2 - The Culture of countries - The International Environment - Social Laws - The objective of globalization - Limitations/Benefits of Globalization and International Business		Assignment 1
Week 3	Ethics and Social Responsibility - Corporate Social Responsibility - Firms’ responsibility over employees - Employee’s responsibility over Organization		Quiz 1

	Classroom Practice	
Week 4	International Trade Theory - Nature of International Trade - Mercantilism - Absolute advantage theory - Comparative advantage theory - Comparative advantage theory for Money	Quiz 2
Week 5	Economic Systems and Market Methods - Command Market System - Socialistic Market System - Economic Integration and Cooperation - Classroom Practice/Presentation	
Week 6	International Business and Global World - Ethnocentric - Polycentric - Regio-centric - Geocentric - Classroom Practice	Assignment 2
Week 7&8	Evolution of International Business - Felt need for International Cooperation - Prolonged recession before world war-II - International accounting standards - Modes of entry - Foreign Direct Investment/ Foreign Portfolio Investment - Assumption of the stability of currency	
Week 9	Mid Term Examination	
Week 10	Paper Review to student and Discussion Chapter Review - The growth of business - Trade Cycle theory - Government and Legal Systems - The legal system and Laws	
Week 11	World Bank System - Global Monetary Environments - World Bank and its responsibilities - Types of banks in Pakistan - Pay-in-slips	Assignment 3
Week 12	International Monetary Fund - IMF - Funding and Sources in International Environment - Strategies for International Business	Quiz 3
Week 13 1st	International Strategic Alliance	

	• Mode of entry • Components of strategic alliance	
Week 13 2nd	Strategies for International Business • Chapter 12 • Strategies for International Business Chapter Review • Trade Plots • SAARC • OIC	Assignment 4
Week 14	Evaluation of Countries Operations • Major types of legal systems • Technological environment • Political risk in International Business	
Week 15	Forms of Ownerships of Foreign Products • Large and Small Enterprises • SME's • Benefits from Trading and Business • Management Information System	Quiz 4
Week 16	The Legal Environment • Common Law • Religious Law • Bureaucratic Law • Domestically Oriented Laws • Laws Directed Against Foreign Firms • Constraints on Foreign ownership	
Week 17	Final Term Examination	