

# COURSE FILE SUMMARY

## COURSE INFORMATION

<b>College / Institute / Centre</b>	Faculty of Management & Technology	<b>Department</b>	M&I.B
<b>Programme Title</b>	Bachelor of Business Administration	<b>Programme Code</b>	N/A
<b>Course Title</b>	International Business	<b>Course Code</b>	EA325
<b># Hours</b>	2 Lecture	2 Lab / Tutorial	3 Credit
<b>Pre Requisites :</b> E A211 ( Principle of marketing) E A312 (Financial management) E I121(macro economics)			

## COURSE AIM

To prepare the students to discuss worldwide aspects of each business function.

## COURSE OBJECTIVES

To help students in learning how to think globally and how to deal with the different aspects of global business

## STAFF REQUIREMENTS

	<b>Qualifications</b>	<b>Special Skills</b>	<b>Number</b>
<b>Lectures</b>	PhD, in economics		1
<b>Tutorials</b>	Bachelor in economics MBA	Interpersonal computer	1/2
<b>Laboratories / Workshops</b>	N/A		

LECTURE SCHEDULE			
Lecture			Description
#	Week	Hrs	
1	1	2	Introduction to international business
2	2	2	Globalization
3	3	2	Political economy, differences in culture, FDI
4	4	2	International Trade Theory. The political economy of international trade
5	5	2	The political economy of FDI. The foreign exchange market.
6	6	2	The global capital market Accounting on the international business
7	7	2	7 <sup>th</sup> week exam
8	8	2	Entry Strategy and strategic alliances Global Marketing and R & D
9	9	2	Global human resources management. Regional economic integration.
10	10	2	The International Monetary System. The strategy of international business
11	11	2	The organization of international business. Exporting, importing, and counter trade
12	12	2	12 <sup>th</sup> exam
13	13	2	Global manufacturing and materials management
14	14	2	Nike case
15	15	2	Bp case
16	16	2	Final exam

TEXT BOOKS	
Code*	Description
.....	International Business, the challenge of Global Competition. Donal A Ball, Wendell H, MC Culloch, JR

REFERENCE BOOKS	
Code*	Description
.....	www.forbes.com.....
.....	www.cnnbusiness.com.....
.....	www.globaledge.msu.edu.....

TUTORIAL SCHEDULE			
Tutorial			Topic
#	Week	Hrs	
1	1	2	Discussion on Introduction to international business
2	2	2	Globalization discussion
3	3	2	Application on Political economy, differences in culture, and FDI
4	4	2	Application on international trade theory, and the political economy of international trade
5	5	2	Application on the political economy of FDI, and the foreign exchange market
6	6	2	Application on the global capital market, and accounting on the international business
7	7	2	Revision
8	8	2	Application on Entry Strategy and strategic alliances, Global Marketing, and R & D
9	9	2	Application on Global human resources management, and Regional Economic integration.
10	10	2	Application on The International Monetary System, and The strategy of international business
11	11	2	Application on The organization of international business, exporting, importing, and counter trade
12	12	2	Revision
13	13	2	Application on Global manufacturing and materials management
14	14	2	Nike case discussion
15	15	2	Bp case discussion
16	16	2	Final revision





