



SESSION PLAN

***Lecture**

COURSE PARTICULARS	
#: EA325	Title: International Business

SESSION PARTICULARS		
#: 1	Introduction to international business	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	<ul style="list-style-type: none"> ○ What is International Business ○ Different entities in International Business <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

Prepared by :
 Designation
 Name Dr/george fahmy
 Sign
 Date

Approved by :
 Designation
 Name:dr/khaled hanafy
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Lecture

Source Material

Text book

Supplementary Material

Educational Resources

White board

Tutorial / laboratory / Workshop (Delete as required)



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SESSION PARTICULARS		
#: 2	Globalization	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
# 2	<p style="text-align: center; color: blue;">Outcome Description</p> <ul style="list-style-type: none"> ○ What is Globalization? ○ Pro and anti globalization ○ Different kinds of globalization ○ Anti globalization protests <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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#: 3	The political economy of FDI. The foreign exchange market.	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
# 3	<p style="text-align: center; color: blue;">Outcome Description</p> <ul style="list-style-type: none"> ○ What are the ideologies of different economies towards FDI. ○ Government instruments against FDI. ○ What is the foreign exchange market. ○ Different theories in foreign exchange market. <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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#: 4	International Trade Theory. The political economy of international trade	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
# 4	Outcome Description
	<ul style="list-style-type: none"> ○ Different trade theory. ○ What is free trade. ○ How do different countries regard free trade. ○ Instruments of trade policy. <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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College/Institute/Centre : Arab Academy for Science & Technology
 Department of :M&I.B.

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#: 5	The global capital market. Accounting on the international business.	Hrs:2
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LEARNING OUTCOMES / ABILITIES GAINED*

	Outcome Description
# 5	<ul style="list-style-type: none"> ○ What is the capital market ○ Capital market parameters. ○ How do accounting standards differ in international business ○ How to reconcile the different accounting statements of the different subsidiaries. <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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#: 6	Financial management in the international business.	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
6	<ul style="list-style-type: none"> ○ What is capital budgeting ○ What are the criteria for capital budgeting ○ Global money management <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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#7	7 th week exam	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
# 7	Outcome Description
	7 th week exam

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# 8	Entry Strategy and strategic alliances Global Marketing and R & D	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
# 8	<p style="color: blue; text-align: center;">Outcome Description</p> <ul style="list-style-type: none"> ○ Criteria for entering new markets. ○ Different entry modes ○ Communication strategies ○ Global R&D ○ Cross functional teams <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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# 9	Global human resources management. Regional economic integration	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
# 9	Outcome Description
	<ul style="list-style-type: none"> ○ What is HR management ○ Expatriation of workforce ○ Compensation and performance appraisal ○ What is regional economic integration ○ Different kinds of integration <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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# 10	The international monetary system. The strategy of international business	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
10	<ul style="list-style-type: none"> ○ What is the international monetary system ○ Exchange rate regimes ○ Strategy and the firm ○ Strategic choices <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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# 11	The organization of international business. Exporting, importing, and counter trade.	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
# 11	Outcome Description
	<ul style="list-style-type: none"> ○ Organizing architecture. ○ Control systems. ○ Improving export performance. ○ Counter trade. <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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# 14	Nike Case	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
14	Discussion of the case

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# 15	BP Case	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Discussion of the case
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# 16	Final exam	Hrs:2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	<div style="text-align: center; color: blue;">Outcome Description</div> <ul style="list-style-type: none"> o Final evaluation <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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