

<b>Department:</b> Business Administration	<b>Program:</b> MBA
<b>Course Name:</b> International Business	<b>Course Code:</b> BUS 613
<b>Pre-requisite:</b> Not Applicable	<b>Credit Hours:</b> 3

### Brief Description

This course introduces relevant theoretical and practical insights to MBA students. It explores the real world of global business. The course focuses on the environments of international business and their implications for decision-making. The course also gives particular emphasis to issues related to ethical consideration in international business practice. It provides case studies within the local and global arena.

### Course Objectives

After completion of this course the student will be able to:

- Define concepts underlying the global perspective; international trade and investment; regional economic integration; factors affecting international business management, and apply relevant concepts, frameworks, and techniques in the international business context.
- Describe ethical issues underlying international business transactions and the importance of ethics in business.
- Identify cultural diversity and the need for sensitivity in business context and their impact on management decisions.
- Demonstrate understanding of corporate social responsibility issues and sustainable business, and the way they are implemented, and their potential impact on the different business functions.

### Course Learning Outcomes

- Distinguish between concepts, principles, and theories of international business
- Apply the concepts, principles, and theories in different international business situations
- Have oral communication skills
- Have scientific research skills in the field of international business
- Have the skills of critical thinking and analysis in the fields of international business
- Have the skills in strategic thinking and finding solutions in international business
- Have the ability to distinguish between ethical issues in international business
- Have the competence of social responsibility in the fields of international business
- Have the competence to deal with cultural diversity in international business situations

### Course Topics

- Introduction to International Business
- Globalization of Markets
- The Cultural Environment of International Business

<ul style="list-style-type: none"> <li>➤ Political and Legal Systems in National Environments</li> <li>➤ Regional Economic Integration</li> <li>➤ Strategy and Organization in the International Firm</li> </ul>			
<b>Text Book</b>			
<ul style="list-style-type: none"> <li>➤ Cavusgil, S.T., Knight, G. and Riesenberger, J. (2020). <i>International Business: The New Realities</i>. 5<sup>th</sup> edition., Pearson Education Limited.</li> </ul>			
<b>Additional References</b>			
<ul style="list-style-type: none"> <li>➤ Journal of International Business Studies <a href="https://link.springer.com/journal/41267">https://link.springer.com/journal/41267</a></li> </ul>			
<b>Online Resources</b>			
<ul style="list-style-type: none"> <li>➤ Academy of International Business: <a href="http://aib.msu.edu/">http://aib.msu.edu/</a></li> <li>➤ Asian Development Bank: <a href="http://www.adb.org">http://www.adb.org</a>,</li> <li>➤ Global Edge: <a href="http://globaledge.msu.edu/ibrd/">http://globaledge.msu.edu/ibrd/</a></li> </ul>			
<b>Course Outline</b>			
Week	Hours	Topics	Remarks
1	3	Introduction: What Is International Business?	
2	3	Globalization of Markets and the Internationalization of the Firm	
3	3	The Cultural Environment of International Business.	
4	3	Ethics, Sustainability, and Corporate Social Responsibility in International Business Rubrics (case analysis)	
5	3	Theories of International Trade and Investment	
6	3	Political and Legal Systems in National Environments	
7	3	Government Intervention and Regional Economic Integration	
8	3	<b>Midterm exam</b>	
9	3	Understanding Emerging Markets	
10	3	The International Monetary and Financial Environment	
11	3	Strategy and Organization in the International Firm	
12	3	Global Market Opportunity Assessment	
13	3	Global Market Opportunity Assessment	
14	3	Foreign Direct Investment and Collaborative Ventures	
15	3	Project presentation	

Measurement and Assessment Tools										
Assessments	Grade	Week	Knowledge	Business Skills				Values		
			Identify & apply	Oral	Research	Critical thinking	Strategic thinking	Ethics	CSR	Cultural Diversity
Midterm Exam	20	9	X							
Case Study	10	12			X	X	X	X	X	X
Project	20	15			X	X	X	X	X	X
Presentation	10	15		X						
Final Exam	40	TBD	X							
Total	100									

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	