



**Course Descriptor**  
**MNGT401 International Business**

<b>Proposed Academic Year</b>	2020/21	<b>Last Reviewed Academic Year</b>	2019/20
<b>Course Code</b>	MNGT401	<b>Course Title</b>	International Business
<b>Credit hours</b>	3	<b>Level of study</b>	Undergraduate Year four
<b>College / Centre</b>	COBA	<b>Department</b>	Management
<b>Co-requisites</b>	None	<b>Pre-requisites</b>	None

**1. COURSE OUTLINE**

It is the need of time to understand the significance of international business in global world, being critical to the success of businesses both at micro and macro level. We need to appreciate and embrace the phenomenon of globalization and emerging trends of regional collaborations resulting in increased international businesses, making world one-market. The international businesses require cultural-sensitive management skills keeping in view the political, legal, cultural and socio-economic development of the regions.

**2. AIMS**

[The course aims to equip students with basic know-how on the concept of global businesses and their successful management. At the end of the course, student must understand the different mode of global businesses; the impact of national environmental differences on global businesses in terms of culture, economic system, legal and political systems; and the economic pacts amongst the countries for expanding trade relations. The course will also provide them with relevant information on international trading and other forms of international businesses ownerships and management.

**3. LEARNING OUTCOMES, TEACHING, LEARNING and ASSESSMENT METHODS**

<b>Learning Outcomes (Definitive)</b>	<b>Teaching and Learning methods (Indicative)</b>	<b>Assessment (Indicative)</b>
Upon successful completion of this course, students will be able to:		
1. Recognize the reasons why companies engage in international business and why its growth has accelerated and comprehend globalization's future.	e.g Lectures, Group Discussion, Case Studies	Written Examination, Case Studies
2. Identify the national environmental differences amongst the countries in terms of culture, political/legal systems and	Lectures, Group Discussion, Case Studies	Written Examination, Assignments



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economic systems for engaging in global business.		
3. Determine the economic integrations and cooperation amongst the countries helping them to connect for economic and political reasons.	Lectures, Group Discussion, Case Studies	Written Examination, Quizzes
4. Evaluate the strategies for international business including modes of international trading and other forms of foreign production ownership.	Lectures, Group Discussion, Case Studies	Project report, Class Presentation

### 4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Mid-term Examination - 1	25
Mid-term Presentation - 2	25
Class Activity (Participation/ Case Discussion/ Presentation/ Quiz)	10
Final Examination	40
<b>TOTAL</b>	<b>100%</b>

### 5. ACHIEVING A PASS

The student will achieve pass by accumulating 50% of the course total allocated marks.

Letter grade distribution is as follows:



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**Grading system**

GRADE	VALUE	GRADE
A	4.0	95-100
A-	3.7	90-94
B+	3.3	85-89
B	3.0	80-84
B-	2.7	75-79
C+	2.3	70-74
C	2.0	65-69
C-	1.7	60-64
D+	1.3	55-59
D	1.0	50-54
F	0.0	0-49

6. COURSE CONTENT (Indicative)		
WEEK	LECTURE TOPIC	TIME (HOURS)
1	<i>Part One: Background For International Business</i>	3
	Globalization and International Business-I	
2	Globalization and International Business-II	3
3	<i>Part Two: Comparative Environmental Frameworks</i>	3
	The Cultural Environments Facing Business	
4	The Political and Legal Environments Facing Business	3
5	The Economic Environments Facing Businesses	3
6	<i>Part Three: Theories and Institutions: Trade and Investment</i>	3
	Governmental Influence On Trade	
7	Midterm Exam + Project Allocation + Literature Review	3
8	Cross-National Cooperation and Agreements	3
9	<i>Part Four: Global Strategy, Structure, and Implementation</i>	3
	The Strategy of International Business	
10	Export and Import Strategies	3
11	Direct Investment and Collaborative Strategies-I	3
12	Direct Investment and Collaborative Strategies-II	3



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13	The Organization of International Business	3
14	Project Writing Session	3
	Results Analysis & Findings Writing Session	
15	Presentation & Revision	3
	<b>TOTAL HOURS</b>	<b>45</b>
1 - 15	Plus <b>RECOMMENDED INDEPENDENT STUDY HOURS</b>	<b>48</b>
	<b>TOTAL COURSE HOURS</b>	<b>93</b>

**7. RECOMMENDED READING**

**Core text/s:**

International Business: Environments & Operations, 15th Ed. By Daniels, Radebaugh & Sullivan.  
Pearson: England

**Library + online resources:**

[https://saylordotorg.github.io/text\\_international-business/](https://saylordotorg.github.io/text_international-business/)