**Jubail University College**



**Department of Business Administration**

**COURSE SYLLABUS - SEMESTER 331**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code & Number** | BUS 412 | | | |
| **Course Title** | INTERNATIONAL BUSINESS | | | |
| **Instructor** | Amal Alkhlewi | | | |
| **Office Location** | 422 | | | |
| **Office Hours** | **Day** | **Period** | | |
| Saturday | **1,2,4,5,6,7** | | |
| Sunday | **1,2,6** | | |
| Monday | **3** | | |
| Tuesday | **4,5,6** | | |
| Wednesday | **-** | | |
| **Instructor’s Office Phone** | 03-3459000 Extension: 3670 | | | |
| **Instructor’s Email** | Khlaiwia@ucj.edu.sa | | | |
| **Section numbers** | **201** | |  |  |
| **Class hours** | **Day** | **Period** | | |
| Saturday |  |  |  |
| Sunday |  |  |  |
| Monday | 4,5 |  |  |
| Tuesday |  |  |  |
| Wednesday | 3 |  |  |
| **Prerequisites** | BUS 131, BUS 223 | | | |
| **Course Rationale** | This course offers an introduction into the field of international business as well as provides the foundation for further specialization in the field. It begins with a brief overview of international business, focused on the concept of globalization. The course will then examine the environment for international firms, particularly the political, social, economic, technological and other configurations that support cross-border trade and investment. Amongst others, we will look at the role of national policies, cultures and business systems, the evolution of international markets in goods, services and finance. The course will then probe international firms: their strategies and organizational design, their entry modes into international enterprise, and their behavioral and control system.  Discussion of current events/affairs and how these impact on international business is a major part of the course, for instance issues relating to international trade, foreign investment, financial crises, etc. | | | |
| **Course Objectives** | Upon completion of this course, students will be able to:  * Develop an understanding of the worldwide developments and foundations for international business and the cultural context for managing in an overseas environment. * Develop an understanding of the macroeconomic and political changes that have taken place in the era of globalization and beyond globalization. * Investigate the political economy of international business, trade and investment. * Describe and explain trade and the investment environment in which international business transactions occur. * Develop an understanding of the global monetary framework in which international business transactions are conducted. * Examine the strategies and structures that firms adapt in order to compete effectively in the international business environment. * Develop an understanding of the horizons of international business and management in areas of social responsibility and ethics in the era of globalization.  |  |  | | --- | --- | |  |  | | | | |
| **Methods of Instruction** | **Lecture**  **Supporting Materials:**  Lecture notes, newspaper articles and case studies. | | | |
| **Required Textbook** | **Basic text:**  **International Business Environments and Operations**:  13th Edition. Daniels, John D., Radebaugh, Lee H., and Sullivan, Daniel P.,  **References:**  Rugman, Alan M. and Collison, Simon Collison, **International Business,**  5th Edition by FT Prentice Hall | | | |
| **Proposed Websites** | http://www.prenticehall.com | | | |
| **Grading Scheme** | Quizzes 20%  Assignments 20%  Midterm Examination 20%  Final Examination 40%  Total 100% | | | |

**INTERNATIONAL BUSINESS COURSE OUTLINE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **WEEK** | **Chp** | **Topics and Activities** | | **Notes** |
| 1 | 1 | Introduction to subject | | * Brief discussion on course content and lecture delivery |
| 2 | 1 | Globalization and  International Business | | * What is International Business? * Forces driving globalization * What’s wrong with globalization? * Why companies engage in International Business |
| 3 | 1 | Globalization and  International Business | | * Why companies engage in International Business * Modes of operations in International business * Why International Business differs from domestic business |
| 4  **Quiz 1** | 2 | The Cultural  Environments Facing  Business | | * The people factor * Cultural awareness |
| 5 | 2 | The Cultural Environments Facing Business | | * Behavioral practices affecting business * Dealing with cultural differences |
| 6 | 3 | The Political and  Legal Environments  Facing Business | | * The political environment * The legal environment * Legal issues in International Trade |
| 7 | 4 | The Economic  Environments Facing  Businesses | | * International economic analysis * Elements of the economic environment |
| 8 | 4 | The Economic  Environments Facing  Businesses | | * Features of an economy * Types of economic systems * The means of Economic Transition |
| **Week 9 Midterm Exam** | | | | |
| 10 | 5 | Globalization and  Society | * Impact of FDI * Economic impact of MNE | |
| 11 | 5 | Globalization and  Society | * The foundations of ethical behavior * The legal foundations of ethical behavior * Ethics and corporate bribery * Ethical dilemmas | |
| 12  **Quiz 2** | 6 | International Trade  and Factor Mobility  Theory | * Factor mobility theory * Product Life Cycle Theory * Theory of Absolute Advantage * Theory of Comparative Advantage | |
| 13 | 7 | Government Influence  on Trade | * Economic rationale for Government intervention * Non economic rationale for government intervention * Instruments of trade control | |
| 14 | 9&10 | Global Foreign  Exchange Markets | * What is foreign exchange? * How companies use foreign exchange * Exchange rate arrangements * Business implications of exchange rate changes | |
| 15 | 11 | The Strategy of  International Business | * Types of strategy * The firm as value chain * Industry, strategy and firm performance | |
| 16 |  | **Revision** |  | |
| 17/18 |  | **Final Examination** |  | |

|  |  |
| --- | --- |
| **Jubail University College Policies** | |
| **Attendance** | 1. Attending at punctual time: Present otherwise the student is absent.  2. Late attendance 0 − < 5 minutes: is late  3. Late ≥ 5 minutes: is absent  Notes:   1. Every 3 late are counted as 1 absent 2. Every × total semester contact hours + 1 is DN |
| **Grading** | 1. Quality point: is the result of multiplying the credit hours by the grading points. 2. Semester GPA: is the result of dividing total quality points achieved in all courses at that semester by total graded credit hours of all courses in that semester. 3. Cumulative GPA in a semester: is the sum of total quality points achieved in all courses up to that semester divided by the total credit hours graded for all courses up to that semester |
| **Plagiarism & Cheating** | 1. Cheating is a serious offence and will be punished by the JUC.  2. Talking, looking at your colleagues’ exam papers or any other suspicious act is considered cheating during exam.  3. Student will fail the subject if caught cheating. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Jubail University College Grading Scale** | | | |
| **Total Points** | **Letter Grade** | **Percentage** | **Grade Point** |
|  | A+ | 95-100% | 4.0 |
|  | A | 90-<95% | 3.75 |
|  | B+ | 85-<90% | 3.5 |
|  | B | 80-<85% | 3.0 |
|  | C+ | 75-<80% | 2.5 |
|  | C | 70-<75% | 2.0 |
|  | D+ | 65-<70% | 1.5 |
|  | D | 60-<65% | 1.0 |
|  | F | 0-<60% | 0.0 |
|  | W | Withdrawal | N/A |
|  | WP | Withdrawal while Pass | N/A |
|  | WF | Withdrawal while Fail | 0.0 |
|  | DN | Denial | 0.0 |
|  | I | Incomplete | N/A |
|  | P | Pass | N/A |