

Course Syllabus

MGT – 302: International Business

Semester – II of Academic Year 2020 -2021

Instructor	Maha Saeed Al-Zailai
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Course Description & Objectives

We live in a world of intensifying global relationships, one in which international business has become the key determinant of economic development and prosperity. This course is designed to give students a fundamental understanding of the environment in which international business operates and of the business practices required to compete successfully in global markets. A secondary goal for this course is for students to develop the basic decision-making skills associated with managing different aspects of international business. In order to facilitate these goals, students will be exposed to a variety of information and experience through readings in the text, articles on international business, international data bases, business cases, and a group project based on a global business situation.

- Demonstrate an understanding of the environmental aspects of international business on a variety of contexts, including socio-cultural, political, financial and economic
- Gain an understanding of the international dimensions of business functions, including marketing, finance, management, operations, accounting and entrepreneurship
- Participate in action-learning opportunities, like immersion projects and international field studies, to gain practical exposure to international business and the global arena

Course Effectiveness Matrix:

No.	Course Learning Objective	Linked to Program Learning Goal(s)	Teaching strategy)
1	Define the concept of culture	LG.5	Lecture, Articles

	and globalization		
2	Demonstrate the knowledge and ability of problem solving	LG.2 /OB .2.1	Group discussion
3	Analyze and examine the study of changing economic, political and cultural environment.	OB 4.1 LG 5	Videos ,lecture
4	Evaluate the challenges faced by the managers in implementing strategies.	LG.4	Lecture, Video
5	Select and compare strategies of different entry modes for international marketing.	LG.2	Case study project where student understand the international market and analyses the business environment.

1. Textbook:*International Business: The Challenges of Globalization, Wild, J.J. & Wild K.L, (2016), 8th Edition Pearson*

Assessments

First Mid-Term	:	20%	4/3/2021=20/7/1442
Second Mid-Term	:	20%	8/4/2021=26/8/2021
Individual presentation	:	5%	
Case study	:	5%	
Project	:	10%	(6/group – deadline 13/4/2021= 1/9/1442)
Final Exam	:	40%	

Attendance: It is compulsory to attend at least 75% of all classes. Any student failing to attend 75% of the classes will not be able to sit in the Final Examination

Case Study: You will formulate a group of four to five students, a case study will be uploaded on the LMS, and you must answer the attached questions and upload them within 24 hours.

Make-ups: If a student misses the mid-term she has to provide a documented proof for the reason of absence in order to resist in the make-up examination. Moreover, late submission of any required assignment means getting less marks for that assignment. (Make-ups are entertained only in genuine cases, it will **covered all the chapters included in Mid 1 & 2**).

Individual presentation: In this assignment, you are required to select an international organization and present about its operation abroad. Discuss how your chosen corporation started its business locally, include some of its achievements, products, challenges it faced, and

the changes the company went through. Your presentation should not last more than 5 minutes. Please upload your power point on the LMS.

Policy on Academic Integrity: Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic dishonesty will be strictly enforced.

Taking the words of others or presenting the ideas of others as your own not only prohibits you from learning the skills of academic research, it also violates the University's Code of Academic Integrity. The University defines academic dishonesty as "cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information."

Please make yourself familiar with the University's Code of Academic Integrity. There will be zero tolerance for plagiarism and cheating. Please note that the Code stipulates that you cannot submit work prepared for another course—if you want to re-use research done in previous courses, discuss details with me before you start on the paper. If you are not sure about how to represent another person's work in an assignment, contact me for advice before submitting. The code specifies that the minimum sanction for plagiarism is an F on the particular assignment; repeated offenses carry an F for the class as the minimum penalty.

Course Coverage:

Topics	14-Week Course(May Vary)
1. Globalization chap	Wk 1
2. Cross-Cultural Business	Wk 2
3. Politics, Law, and Business Ethics	Wk 3
4. Economics and Emerging Markets	
5. International Trade	Wk 4
6. Business-Government Trade Relations	Wk 5
7. Foreign Direct Investment	Wk 6
8. Regional Economic Integration	Wk 7
9. International Monetary System	Wk 8
10. International Strategy and Organization	Wk 9
11. Analyzing International Opportunities	Wk 10
12. Selecting and Managing Entry Modes	Wk 11
13. Developing and Marketing Products	Wk 12
14. Managing International Operations	Wk 13
15. Hiring and Managing Employees	Wk 14

