



## Course Specifications

<b>Course Title:</b>	International Business Management
<b>Course Code:</b>	ADMN 415
<b>Program:</b>	Bachelor of Business Administration
<b>Department:</b>	Department of Business Administration
<b>College:</b>	College of Business Administration
<b>Institution:</b>	Jazan University

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## A. Course Identification

<b>1. Credit hours:</b>			
<b>2. Course type</b>			
a.	University <input type="checkbox"/>	College <input type="checkbox"/>	Department <input checked="" type="checkbox"/>
b.	Required <input type="checkbox"/>	Elective <input type="checkbox"/>	Others
<b>3. Level/year at which this course is offered:</b> 8/4			
<b>4. Pre-requisites for this course (if any):</b> Nil			
<b>5. Co-requisites for this course (if any):</b> Nil			

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	33
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify) Final Exam	
	<b>Total</b>	33

## B. Course Objectives and Learning Outcomes

### 1. Course Description

With the rapid expansion in global world trade, there will be continuous demand for professionals who have the knowledge to manage and bring results for the company which is already present in the sector or plans to foray into it. This course has been developed after investigating the whole gambit of International Business.

### 2. Course Main Objective

- 1- 1. To help the students understand the complexities of international business operations.
- 2- 2. To train the students to identify and explore new and existing business opportunities in the field of international business.

### 3. Course Learning Outcomes

CLOs	Aligned PLOs
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CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Explain the International Business and the evolution of international monetary system.	K1
1.2	Discuss the theories, models, frameworks of international trade and foreign exchange market.	K1
1.3	Identify forces that shape the operating environments of organizations in international markets.	K3
2	<b>Skills :</b>	
2.1	Demonstrate a critical understanding of the current issues and barriers in the field of international business and trade.	S1
2.2	Develop an effective problem solving and decision-making skills using appropriate methods and strategies in different international business settings.	S3
2.3		
3	<b>Values:</b>	
3.1	Evaluate the ethical issues related to international business and the appropriate ways to resolve them.	V2

### C. Course Content

No	List of Topics	Contact Hours
1	<b>International Business:</b> Overview of the World Business	3
2	Current International Environment, Multinational Enterprise (Importance and Characteristics)	3
3	Internationalization Process , <b>International Trade:</b> International Trade Theory	3
0	Students Self Study	0
4	Barriers to Trade, Non-Tariff Barriers	3
5	Balance of Payment.	3
6	<b>Revision &amp; Mid Term Exam</b>	3
0	Students Self Study	0
7	<b>International Financial Market:</b> Introduction to Foreign Exchange Market	3
8	Determination of Foreign Exchange rate , Protecting against exchange risk, IMF system	3
9	<b>International Business Strategies:</b> Multinational strategy, Organizing Strategy	3
0	Students Self Study	0
10	Production Strategy, Marketing Strategy , Human Resource Management Strategy.	3
11	<b>Revision &amp; Mid Term Exam II</b>	3
<b>Total</b>		<b>33</b>

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

CLOs		Teaching Strategies	Assessment Methods
1	<b>Knowledge and Understanding</b>		
1.1	Describe the International Business and the evolution of international monetary system.	<ul style="list-style-type: none"> <li>Lectures</li> </ul>	<ul style="list-style-type: none"> <li>Essay, Short Questions</li> </ul>
1.2	Compare between component of Domestic Trade and International Trade	<ul style="list-style-type: none"> <li>Brainstorming</li> <li>Lecture</li> </ul>	<ul style="list-style-type: none"> <li>MCQs</li> </ul>
1.3	Define the term Multi National Enterprise (MNE).	<ul style="list-style-type: none"> <li>Case Studies</li> </ul>	<ul style="list-style-type: none"> <li>Essay, Short Questions</li> </ul>
2	<b>Skills :</b>		
2.1	Critically evaluate methods of restricting trade	<ul style="list-style-type: none"> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>Essay</li> </ul>
2.2	Analyze the theory of Absolute Advantage	<ul style="list-style-type: none"> <li>Case Studies</li> <li>Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>MCQs</li> <li>Essay</li> </ul>
2.3	Demonstrate the importance of alternatives to minimize exchange risk	<ul style="list-style-type: none"> <li>Lecture</li> </ul>	<ul style="list-style-type: none"> <li>Assignment</li> </ul>
3	<b>Values:</b>		
3.1	Appraise diagrammatically the strategic importance of different forms of organizational structures	<ul style="list-style-type: none"> <li>Group Work</li> <li>Reflective Discussion</li> </ul>	<ul style="list-style-type: none"> <li>MCQs</li> <li>Group Discussions</li> <li>Essay</li> </ul>
3.2	Develop the strategy of international market assessment.	<ul style="list-style-type: none"> <li>Case Studies</li> </ul>	<ul style="list-style-type: none"> <li>Group Discussion</li> </ul>

### 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm Exam	Week 5 - 7	30%
2	Assignment, Quiz	Weeks 4-10	10%
3	Class Participation, Attendance	Course Completion	10%
4	Final assessment	-	50%
	Total		100%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

### Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- Faculty members are required to set and announce their office hours, at their offices, during lectures, via course outlines and via department website and via e-learning sites.
- Faculty members required to arrange extra hours for gifted students or program for low achievers.
- Faculty members required to maintain proper contact with students through Email.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	<ul style="list-style-type: none"> <li>• Ricky Griffin, Mike Pustay, International Business, Prentice Hall</li> <li>• Cleaver, T. Understanding the World Economy London: Routledge,</li> <li>• Piggott, J. &amp; Cook, M., International Business Economics: A European Perspective Basingstoke: Palgrave Macmillan</li> </ul>
<b>Essential References Materials</b>	<ul style="list-style-type: none"> <li>• Wall, S. &amp; Rees, B, International Business, FT Prentice Hall</li> </ul>
<b>Electronic Materials</b>	<ol style="list-style-type: none"> <li>1- Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily.</li> <li>2- Course work: specific research report resources and document, selectively posted to complement and build upon materials available in proctors methodological text. Such documentation will typically be posted regularly.</li> <li>3- <a href="http://www.decalibrary.org">www.decalibrary.org</a></li> <li>4- <a href="http://www.ipl.org">www.ipl.org</a></li> <li>5- <a href="http://www.emc.com">www.emc.com</a></li> </ol>
<b>Other Learning Materials</b>	

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classrooms to facilitate student engagement, collaboration and connection between lecturer and student with : <ul style="list-style-type: none"> <li>• Movable tables and chairs conducive to group discussion and group work.</li> <li>• Good lighting control.</li> </ul>
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	<ul style="list-style-type: none"> <li>- Smart classroom equipment including data show.</li> <li>- Instructor station with Tablet PC-like technology.</li> <li>- Multiple electronic display surfaces (LCD projectors, etc.).</li> <li>- Reliable network connectivity.</li> <li>- Laptop connection for instructor and student hook ups.</li> <li>- Electrical Outlets.</li> </ul>

Item	Resources
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Nill

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Faculty, Program Leaders	Direct & Indirect
Extent of achievement of course learning outcomes	Faculty	Direct
Quality of learning resources	Student, Faculty & Program Leader	Direct

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

Council / Committee	Department Council
Reference No.	2301-09-ADMN415
Date	13/10/2022