



Course Specification

— (Bachelor)

Course Title:	International Business Management
Course Code:	ADMN 415
Program:	Bachelor in Business Administration
Department:	Business and Marketing
College:	College of Business
Institution:	Jazan University
Version:	Course Specification Version Number
Last Revision Date:	Pick Revision Date.



Table of Contents

A. General information about the course:.....	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods.....	4
C. Course Content	4
D. Students Assessment Activities	5
E. Learning Resources and Facilities.....	5
F. Assessment of Course Quality	5
G. Specification Approval	6





A. General information about the course:

1. Course Identification

1. Credit hours: (3)

2. Course type

A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others

B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (12th level/4th year)

4. Course general 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.

5. Pre-requirements for this course (if any):

N/A

6. Co-requisites for this course (if any):

N/A

7. Course Main Objective(s):

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

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		



No	Mode of Instruction	Contact Hours	Percentage
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	33
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		33

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Explain the International Business and the evolution of international monetary system.	K1	<ul style="list-style-type: none"> ■ Lectures ■ Group discussions ■ Individual and collaborative activities ■ Pair and group discussions 	<ul style="list-style-type: none"> ■ Midterms ■ Final exam ■ Quizzes ■ Class participation ■ Assignments
1.2	Discuss the theories, models, frameworks of international trade and Foreign exchange market.	K2	<ul style="list-style-type: none"> ■ Lectures ■ Group discussions ■ Individual and collaborative activities 	<ul style="list-style-type: none"> ■ Midterms ■ Final exam ■ Quizzes ■ Class participation



Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
			<ul style="list-style-type: none"> Pair and group discussions 	<ul style="list-style-type: none"> Assignments
1.3	Identify forces that shape the operating environments of organizations in international markets.	K3	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Quizzes Class participation Assignments
2.0	Skills			
2.1	Demonstrate a critical understanding of the current issues and barriers in the field of international business and trade.	S1	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Individual Assignments Group Assignment
2.2	Develop an effective problem solving and decision-making skills using appropriate methods and strategies in different international business settings.	S3	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Individual Assignment Group Assignment
...				
3.0	Values, autonomy, and responsibility			
3.1	Evaluate the ethical issues related to international business	V2	<ul style="list-style-type: none"> Individual problem-solving activities 	<ul style="list-style-type: none"> Class participation Observation



Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
	and the appropriate ways to resolve them.		■ Pair and group discussions and activities	■ Individual Assignments ■ Group Assignment
3.2				
...				

C. Course Content

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

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class participation, Assignments	1 - 10th	10%
2.	Quiz 1, 2	9 - 10th	10%
3.	Midterm	Week 5 & 6	30%
4.	Final exam	Week 12& 13	50%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Ricky Griffin, Mike Pustay, International Business, Prentice Hall Cleaver, T. Understanding the World Economy London: Routledge, Piggott, J. &, Cook, M., International Business Economics: A European Perspective Basingstoke: Palgrave Macmillan
Supportive References	Wall, S. & Rees, B, International Business, FT Prentice Hall
Electronic Materials	1- Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily. 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. 3- www.deciberary.org 4- www.ipl.org 5- www.emc.com
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms to facilitate student engagement ,collaboration and connection between lecturer and student with: <ul style="list-style-type: none"> ■ Movable tables and chairs conducive to group discussion and group work. ■ Good lighting control.
Technology equipment (projector, smart board, software)	<ul style="list-style-type: none"> ■ Smart classroom equipment including data show. ■ Instructor station with Tablet PC-like technology. ■ Multiple electronic display surfaces (LCD projectors, etc.). ■ Reliable network connectivity. ■ Laptop connection for instructor and student hook ups. ■ Electrical Outlets.



Items	Resources
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of Students assessment	Program Leader, External evaluator	Direct
Quality of learning resources	Instructor, Students	Indirect
The extent to which CLOs have been achieved	Quality Committee	Direct
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	SCIENTIFIC COMMITTEE OF THE DEPARTMENT OF MANAGEMENT AND MARKETING
REFERENCE NO.	2ND MEETING, ACADEMIC YEAR 2025, SUBJECT NO.3
DATE	12-09-2024

