



Course Type: **Elective**

Course Code: **MBA 709**

Course Name: **International Business**

## **COURSE SYLLABUS**

*Students, please note that this is Core course. Recognized Prior Learning (RPL) for this course will be recognized. Students may do this course by (a) studying the course via Tubeclases OR (b) obtaining credit for similar studies done elsewhere based on membership grade within the sponsoring organization, the Institute of Certified Management Accountants.*

---

### **1. Course Description**

International and not-for-profit organizations present an increasingly complex environment to work in and therefore require for their successful management an unprecedented level of managerial skills on top of a deep understanding of the socioeconomic and political context they operate in. This course is designed to provide students with (1) basic notions of the practice of international relations (2) a general overview of the management challenges international and not-for-profit organizations are faced with as well as key theoretical frameworks and practical tools for managers to excel in this environment. Key areas of management will be reviewed, from strategy setting to implementation through marketing and fund raising, and assessment. (3) Given the growing interaction between public and private sectors, this course also touches upon the management of public/private partnerships.

### **2. Learning Objectives**

1. Students will gain an understanding of basic notions of the practice of international relations.
2. Students will gain a general overview of the management challenges international and not-for-profit organizations are faced with.
3. Students will review key areas of management from strategy setting to implementation through marketing and fund raising, and assessment.
4. Students will learn how to build robust analytical frameworks that are informed by different perspectives in order to evaluate concepts and solve problems in international business.
5. Students will consider the key theoretical frameworks and practical tools for managers to excel in the management of public/private partnerships.

### 3. Learning Outcomes:

To successfully complete this subject, a student should be able to:

1. Explain the concept of international business strategy and its importance for global success.
2. Explain how international factors affect domestic concerns.
3. Explain regional economic integration and economic and political integration.
4. Explain the main institutions that shape the global marketplace.
5. Explain businesses expansion abroad.
6. Explain the key legal issues related to businesses operating in other countries.

### 4. Prescribed Reading (Compulsory)

John J. Wild and Kenneth L. Wild, *International Business: The Challenges of Globalization*, Latest Edition, Prentice Hall, <http://www.pearsoned.com/>

### 5. Student Resource Requirements

Students at Calwest require a Personal Computer or Laptop running Windows 10 or higher with 500 MB of RAM or higher; or an Apple Mac running Mac OS 10 or higher. They will also need access to a reliable high speed Internet connection Kbps/128 Kbps; and a Web browser.

### 6. Topic Outline

| <b>Topic No.</b> | <b>Topic</b>                            | <b>Text Book Chapter</b> | <b>Lecture Power Point</b> |
|------------------|-----------------------------------------|--------------------------|----------------------------|
| 1                | Globalization                           | 1                        | 1                          |
| 2                | Cross-Cultural Business                 | 2                        | 2                          |
| 3                | Political Economy and Ethics            | 3                        | 3                          |
| 4                | Emerging Markets and Development        | 4                        | 4                          |
| 5                | International Trade Theory              | 5                        | 5                          |
| 6                | Political Economy of Trade              | 6                        | 6                          |
| 7                | Foreign Direct Investment               | 7                        | 7                          |
| 8                | Regional Economic Integration           | 8                        | 8                          |
| 9                | International Financial Markets         | 9                        | 9                          |
| 10               | International Monetary System           | 10                       | 10                         |
| 11               | International Strategy and Organization | 11                       | 11                         |
| 12               | Analyzing International Opportunities   | 12                       | 12                         |
| 13               | Selecting and Managing Entry Modes      | 13                       | 13                         |
| 14               | Developing and Marketing Products       | 14                       | 14                         |
| 15               | Managing International Operations       | 15                       | 15                         |
| 16               | Hiring and Managing Employees           | 16                       | 16                         |

## 7. Assessment

There will be **Continuous Assessments** done throughout this course. All topics will have a **Topic Quiz** that needs to be satisfactorily answered prior to being allowed to access the next topic in the course. You are allowed unlimited attempts in each Topic Quiz, so that you can master the topic before proceeding to the next. After completing all Topics (and Quizzes) your **Final Assessment** will be available for you to undertake online. There will be a time limit of *90 minutes* for the final assessment in which you will need to answer *80 multiple-choice questions* that will be randomly selected from the questions asked in the topic quizzes.

**Please ensure that you have an undisturbed 90-minute time frame to undertake your Final Assessment; as after 90 minutes your work will be automatically submitted and graded.**

**There will be only one attempt provided for the Final Assessment.**

***The Final Assessment will form over 80% of the weight given to your final course grade. The Balance 20% is obtained as an average of the scores you achieve in the Topic Quizzes.***

## 8. Grading Criteria

Calwest University applies the following grading system in all courses:

A pass mark of 60% (grade of D which is a bare minimum pass) or above is required to satisfy the educational requirements of the university for completing the course. The grade assessments are as follows:

|                 |             |               |
|-----------------|-------------|---------------|
| Below 60%: Fail | 73-75% : C  | 85-88% : B+   |
| 60-64% : D      | 76-78% : C+ | 89-91% : A-   |
| 65-69% : D+     | 79-81% : B- | 92-95% : A    |
| 70-72% : C-     | 82-84% : B  | Over 95% : A+ |