

**Al al-BAYT UNIVERSITY**

**Faculty of Finance and Business Administration - Business Department**  
**International Business Mgt - Course No. (0502454) - Credit Hours: 3 (BSc. Level)**  
**2<sup>nd</sup> semester: 10/11**

**Dr. Waleed M. Al- Awawdeh**

**1. Course Description:**

Things are changing fast in the world of organizations. For that this course, present a comprehensive coverage of International Business & International Business management, designed with introductory students in mind. Also allowing students access to the latest information. As events change the dynamic of International Business. Beside that course provide students with integrated cases.

**2. Course General Objectives:**

Beside, the importance and necessity of this course in practical life, the main objectives of it are to provide students ability to realize, International Business & International Business management, in order to know how organizations operating in local or international markets.

**3. Course Specific Objectives:**

This course aim to achieve the following objectives:

1. To understand students International Business concept.
2. To realize students pivots of International Business.
3. To understand students the basic characteristics for contemporary international business environment.
4. To know students the positiveness & negativeness the foreign investment.
5. To empowerment students from diagnose the basic constrains for international trade.
6. To empowerment students from understanding the political risks, and its effects on the wholly international business activities & actions.

**4. Course Outline:**

The course contain of seven units, divide as following:

**Approach to International Business:**

- Define International Business?
- How International Business differ from domestic business?
- Why companies engage in International Business & why its growth has accelerated?
- What are different modes a company can use to accomplish its global objectives ?
- What is the role of social science play in understanding the environment of International Business ?
- What are the primary patterns for companies international expansion?
- What are the major countervailing forces that affect international business?

(1) PP: 1- 25

**The cultural Environment Facing Business:**

- What are the problems & methods of learning about cultural Environment?
- What are the major causes of cultural Environment & change?
- The behavioral factors influencing countries business practices.
- The cultural guidelines for companies that operate Internationally.

(1) PP: 44-77

**The Political & Legal Environments Facing Business:**

- The different functions that Political systems perform.
- compare democratic and totalitarian Political regimes & how they can influence managerial decisions.

- How mgt can formulate & implement strategies to deal with foreign Political environments.
- Types of legal systems & the relationships that exist b/w countries.
- The major legal issues in International Business.

(1) PP: 84-109

**The Economic Environment:**

- differences b/w the world's major economic systems.
- The criteria for dividing countries into different economic categories.
- Key issues influence International Business.
- Transition to a market economy.

(1) PP: 114- 150

**International Trade Theory:**

- What are Trade Theories?
- How global efficiency can be increased through free Trade?
- Prescriptions for altering trade patterns.
- How business decisions influence international trade.

(1) PP: 156-188

**Revision & Papers Evaluation**

**5. Course Evaluation:**

- **Participation, Presentation, & Research (10%)**
- **1<sup>st</sup> Exam (20%)**
- **2<sup>nd</sup> Exam (20%)**
- **Final (50%)**

**Reading List:**

**References**

(1) John D. Daniels, Lee H. Radebaugh, & Daniel D. Sullivan (2007). **International Business Environments & Operations** 11<sup>th</sup> edition.