



COURSE SYLLABUS			
COURSE INFORMATION			
Course Code:	BUS503	Level:	Postgraduate
			Credit: 3
Course Title: Operating International Business			
PREREQUISITE			
N/A			
COURSE OVERVIEW			
This course discuss the process and importance of globalisation of business. The course also examine current debates, theories and practices in the area of international business, provies students with skills to understand and apply micro and macro aspects of global business operation and management.			
LEARNING OUTCOME			
After successfully completing this course students should be able to:			
1. Apply the basic theories and frameworks in international business at the level of both the country and the firm			
2. Appreciate the differences across country markets and their importance to the firm			
3. Assess positive and negative circumstances affecting the internationalization of firm activities			
4. Solve practical real-life problems confronted by international business managers and public policy makers			
5. Evaluate the important public policy issues relating to international business			
6. Make management decisions relating to the internationalization of a firm under a range of different circumstances			
CLASS HOURS			
Lecture: Monday to Friday, 180 minutes each day			
Discussion Section: One hour each week			
LEARNING RESOURCES			
Required Textbook			
N/A			
Reference Books & Online Resources			
N/A			
Suggested Textbook			
Hill, C.W.L. & Hult, G.T.M. (2019). <i>International Business: Competing in the Global Marketplace</i> . 12th edition. McGraw-Hill.			
Other Teaching Methods			
N/A			
WEEKLY SCHEDULE			
Week	Day	Topic	Reading
1	1	Part 1: Introduction: International Business Environment Introduction & Overview	Chapter 1
	2	National Differences in Political, Economic and Legal Systems, National Differences in Economic Development	Chapter 2 & 3
	3	Economic Development, Culture & Ethics	Chapter 4 & 5



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Week	Day	Topic	Reading
1	4	Part 2: Global Trade & Investment International Trade Theory	Chapter 6 & 8
	5	Regional Economic Integration	Chapter 9
2	1	Part 3: Global Monetary System Foreign Exchange Market	Chapter 10
	2	International Monetary System Global Capital Market	Chapter 11 & 12
	3	Part 4: Strategy & Structure of IB The Strategy of International Business	Chapter 13 & 14
	4	Entry Strategy and Strategic Alliances	Chapter 15
	5	Presentation	
3	1	Part 5: International Business Functions Exporting, Importing, and Countertrade	Chapter 16
	2	Global Production and Supply Chain Management	Chapter 17
	3	Global Marketing, R&D, HR, Accounting	Chapter 18, 19, 20
	4	Review	
	5	Final Exam	
ASSESSMENT			
Assessment Task		Percent (%)	
Attendance and Participation		10%	
Small-Group Case Presentation		30%	
Short Written Assignment		20%	
Final Exam		40%	
Total		100%	
DETAILS ON GRADE COMPONENTS			
<p>Attendance and Participation Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers.</p> <p>In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to inform the instructor regarding absences and assignments that are missed. Unexcused absence from three or more scheduled class sessions will be grounds for failure in this course. If you do have to miss class due to a personal emergency, please let the instructor know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.</p>			



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DETAILS ON GRADE COMPONENTS

Participation grades will be based on quality (an in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and quantity (consistency and regularity of performance). Accordingly, you are expected to read the related chapters before participating in the class. Be prepared to be called upon to “open” a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment during the discussion.

The grading of class participation is necessarily a subjective exercise. However, high-quality comments have one or more of the following characteristics: **(1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand.**

Short Written Assignment

Each student must submit a one-page written paper at the end of the first week, on a given question (drawn from a set of alternatives) provided by the instructor. The questions for the paper will be provided on the first day of class.

Small-Group Case Presentation

Students will be assigned to a small group and each of these groups will make an in-class presentation of a case taken from the textbook. Details of the issues to be examined and expectations of the presentations (e.g., length, format) will be provided in class.

Examinations

An in-class final examination will be administered at the end of the course. Details of content, exam format, etc. will be announced in class well before the examination dates.

Some specific criteria for evaluating discussion contributions are:

- Does the student demonstrate an eagerness to participate?
- Is the student a good listener? Does he/she build on others’ comments?
- Is the student willing to interact with other class members?
- Are the points made relevant to the discussion? Are they linked to others’ comments?
- Do comments demonstrate evidence of in-depth analysis of the case?

- Do comments add to our understanding of the situation?
- Do comments make a substantive contribution to the advancement of our analysis?
- Is there a willingness to test new ideas, or are the comments “safe?”
- Do comments show an understanding of concepts or analytical techniques properly applied to the current situation?
- Is the student presenting insightful quantitative analysis (when required)?
- Is the student demonstrating ethical considerations and insights?

COURSE GRADING

Upon completion of this course, you receive a final grade. The final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Percentage %
A	80-100

