

**Kingdom of Saudi Arabia**

**Al Baha University**

**Faculty of Administrative and Financial Sciences**

**Department of Business Administration**

**COURSE SPECIFICATION**

**International Business Management**

**16011401**

**2015**

# Course Specification

<b>Institution</b>	Al-Baha University
<b>College:</b>	Faculty of Administrative and Financial Sciences
<b>Department:</b>	Business Administration

## A Course Identification and General Information

<b>1. Course title and code:</b>	International Business Management
<b>Course Code:</b>	16011401
<b>2. Credit hours:</b>	3
<b>3. Program(s) in which the course is offered:</b> (If general elective available in many programs indicate this rather than list programs)	Business Administration
<b>4. Name of faculty member responsible for the course</b>	Dr. Zyad Alzaydi
<b>5. Level/year at which this course is offered:</b>	6th Level/3 <sup>rd</sup> year
<b>6. Pre-requisites for this course (if any)</b>	NA
<b>7. Co-requisites for this course (if any)</b>	NA
<b>8. Location if not on main campus</b>	

## B Objectives

<p><b>1. Summary of the main learning outcomes for students enrolled in the course.</b></p> <p>The course starts by providing an understanding of globalization and international management as one of the most profound forces in our contemporary economic environment. It discusses the different economic systems in various countries and the significance and strong impact of social media on international management. We also broach the subject of how this new technology can change regimes in certain countries. We then move on to ethics and social responsibilities. Culture is also an important topic in the course and specific examples are given on how it affects international business. Finally, we look at examples of successful international companies and how they became the companies, they are today. A basic understanding of globalization and international management as well as awareness of differences between countries, How developing countries are growing their businesses, An understanding of the various business organizations and Knowing the issues that international managers face etc.</p>
<p><b>2. Briefly describe any plans for developing and improving the course that are being implemented. (eg increased use of IT or web based reference material, changes in content as a result of new research in the field)</b></p> <p>A variety of instructional methods are used depending on content area. These include but are not limited to lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, and performance. Methodology will be selected to best meet student needs.</p>

## C. Course Description (Note: General description in the form to be used for the Bulletin or Handbook should be attached)

<b>1 Topics to be Covered</b>		
Topic	No of Weeks	Contact hours
Environmental Foundation: Globalization and International Linkages	1	3
The political, Legal, and Technological Environment	2	6
Ethics, Social Responsibilities, and Sustainability	2	6
The Role of Culture: The Meanings and Dimensions of Culture	2	6
Managing Across Cultures	2	6
Organisational Cultures and Diversity	2	6
Cross- Cultural Communication and Negotiation	2	6
International Strategic Management: strategy Formulation and Implementation	2	6

<b>2 Course components (total contact hours per semester):</b>			
Lecture: 45 Hours	Tutorial: Varies	Practical/Fieldwork/Internship: None	Other:

**3. Additional private study/learning hours expected for students per week. (This should be an average :for the semester not a specific requirement in each week) Not applicable**

**4. Development of Learning Outcomes in Domains of Learning**

For each of the domains of learning shown below indicate:

- A brief summary of the knowledge or skill the course is intended to develop;
- A description of the teaching strategies to be used in the course to develop that knowledge or skill;
- The methods of student assessment to could be used in the course to evaluate learning outcomes in the domain concerned.

**a. Knowledge**

**(i) Description of the knowledge to be acquired**

Upon completion of course, students will be able to understand the nature of international business, importance of political and cultural differences, the role of monetary and economic systems; individual firm in the international market and its implications to management; gain understanding of issues around globalization, the multinational firm; world financial markets, investments and International Monetary Fund. In addition, global capital markets, key geographical regions that drive global changes.

**(ii) Teaching strategies to be used to develop that knowledge**

The basic instructional method will consist of interactive lecture, class discussion, and hands-on learning through class participation.

**(iii) Methods of assessment of knowledge acquired**

The student is required to respond to topic-related discussion questions after every chapter. These questions are provided weekly. Grading of responses could be based on content and general to specific knowledge of information covered. Although a specific

<p>length is not mandated responses should be well thought out and add value to the class discussion.</p> <p>Assignments and examination questions will consist of problem-solution and objective type questions and will be derived from text and lecture material and class handouts</p>
<p><b>b. Cognitive Skills</b></p>
<p><b>(i) Cognitive skills to be developed</b></p> <p>Upon completion of course, students will be able to identify and utilize the terminology associated with international business practices; identify principles and concepts of international business management; describe a variety of cultural perspective related to business; identify a variety strategic international marketing approaches; identify the environment issues of globalization; identify major theories explaining international business transactions; identify corporate policies and strategies that accompanies global business activities.</p>
<p>(ii) Teaching strategies to be used to develop these cognitive skills</p> <p>The basic instructional method will consist of interactive lecture, class discussion, and hands-on learning through class participation. Lectures will provide the framework for directing independent student learning activity and skills development. As such, students will be presented with relevant information, tasks and source material in lectures that will enable self-directed learning.</p>
<p><b>(iii) Methods of assessment of students cognitive skills</b></p> <p>The student is required to respond to topic-related discussion questions after every chapter. These questions will be provided weekly. Grading of responses will be based on content and general to specific knowledge of information covered. Although a specific length is not mandated, responses should be well thought out and add value to the class discussion.</p> <p>Assignments and examination questions will consist of problem-solution and objective type questions and will be derived from text and lecture material and class handouts.</p>
<p><b>c. Interpersonal Skills and Responsibility</b></p>
<p><b>(i) Description of the interpersonal skills and capacity to carry responsibility to be developed</b></p> <p>Students will integrate processes of thinking, communication, leadership, and management in order to apply interpersonal relationships knowledge and skills. Students will also learn to evaluate effectiveness of communication processes, demonstrate leadership that encourages participation and respect for the ideas, perspectives, and contributions of group members; apply management, decision-making, and problem solving processes to accomplish tasks and fulfill responsibilities;</p>

<p>examine interrelationships among thinking, communication, leadership, and management processes to address individual, family, community, and workplace issues. Students will develop and demonstrate ethical behavior that is appropriate for the business professional in today's society.</p>
<p><b>(ii) Teaching strategies to be used to develop these skills and abilities</b></p> <p>The basic instructional method will consist of interactive lecture, class discussion, and hands-on learning through class participation.</p>
<p><b>(iii) Methods of assessment of students interpersonal skills and capacity to carry responsibility</b></p> <p>Instructor who will lead, oversee, and/or facilitate class discussions will assess student's contributions to the topic-related discussions. Instructor will assess students ability and willingness to apply standards of ethical behavior when making judgments or taking personal actions and demonstrate effective listening and feedback.</p>
<p><b>d. Communication, Information Technology and Numerical Skills</b></p>
<p><b>(i) Description of the skills to be developed in this domain</b></p> <p>Upon the completion of course, students will be able to At the end of the course the student will have the ability to: analyze the impact of Globalization on organizations today; develop strategies to secure the benefits of globalization; develop an effective entry and exit strategies of International business operations analyze the social, political and cultural forces in International business; develop effective strategies to secure competitive advantage through International business operations; developing and implementing management infrastructure and functions for international business operations; analyze financial exchange systems that measure and facilitate international transactions</p>
<p><b>(ii) Teaching strategies to be used to develop these skills</b></p> <p>The classes are lecture, discussion and problem solving oriented. Students will be encouraged to ask questions and provide comments as considered appropriate. They are also required to make presentations based on the internet exercises at the end of each chapter; this helps to develop their research, assignment &amp; public speaking skills (presentation).</p>
<p><b>(iii) Methods of assessment of students numerical and communication skills</b></p> <p>The student is required to respond to topic-related discussion questions after every chapter. These questions will be provided weekly. Grading of responses will be based on content and general to specific knowledge of information covered.</p> <p>Assignments and examination questions will consist of problem-solution and objective</p>

type questions and will be derived from text and lecture material and class handouts.
<b>e. Psychomotor Skills (if applicable)</b>
<b>(i) Description of the psychomotor skills to be developed and the level of performance required</b> Not required
<b>(ii) Teaching strategies to be used to develop these skills</b> Not required
<b>(iii) Methods of assessment of students psychomotor skills</b> Not required

<b>5. Schedule of Assessment Tasks for Students During the Semester</b>			
Assessment	Assessment task (eg. essay, test, group project, examination etc.)	Week due	Proportion of Final Assessment
1.	Discussion Questions	1-12	5%
2.	Presentation and Assignments	4	10%
3.	Quiz	15	5%
4.	Midterm Exams	7	30%
5.	Final Examination	17	50%

## **D. Student Support**

### **1. Arrangements for availability of faculty for individual student consultations and academic advice. (include amount of time faculty are available each week)**

Instructor will be available for student consultation and academic advice throughout the week in their specified office hours. Additional assistance by appointment only..

## E Learning Resources

<p><b>1. Required Text(s)</b></p> <p>International Management, Culture, Strategy, and Behavior 9<sup>th</sup> ed by Fred Luthans and Jonathan P.Doh. 2015</p>
<p><b>2. Essential References</b></p> <p>Luthans, F. &amp; P.Doh, J. (2015), “<i>International Management: Culture, Strategy and Behavior</i>”, New York, McGraw-Hill Education.</p>
<p><b>3- Recommended Books and Reference Material (Journals, Reports, etc) (Attach List)</b></p> <p>International Business: Competing in the Global Marketplace - Kindle Edition - Kindle Book (Jan 29, 2008) by Charles W. L. Hill</p> <p>International Journal of Management - Magazine</p>
<p><b>4. Electronic Materials, Web Sites etc</b></p> <p><a href="http://www.business-and-management.org/">http://www.business-and-management.org/</a></p> <p><a href="http://www.bls.gov/oco/ocos019.htm">www.bls.gov/oco/ocos019.htm</a></p>
<p><b>5- Other learning material such as computer-based programs/CD, professional standards/regulations</b></p> <p>Internet Explorer, version 6.x or above, and Windows Media Player, version 10 or above. (Version 9 of Windows Media Player may be used only if using Windows 2000 or earlier operating system). The use of an updated version of Internet Explorer is strongly recommended in order to view Windows Media Player</p>

## F. Facilities Required

<p><b>Indicate requirements for the course including size of classrooms and laboratories (ie number of seats in classrooms and laboratories, extent of computer access etc.)</b></p>
<p><b>1. Accommodation (Lecture rooms, laboratories, etc.</b></p> <p>Classes will be held in business computer laboratory and will accommodate approximately twenty-five (25) students</p>

<b>2. Computing resources</b>	Not required
<b>3. Other resources (specify --eg. If specific laboratory equipment is required, list requirements or attach list)</b>	Not required

## **G Course Evaluation and Improvement Processes**

<p><b>1 Strategies for Obtaining Student Feedback on Effectiveness of Teaching</b></p> <p>Evaluations of performance and teaching effectiveness will be administered to the students at the end of the course. A questionnaire will be used in order to determine appropriateness of communication of course expectations (learning objectives), communication of course requirements (e.g., assessment), student perception of the quality of classroom teaching, adequacy of assessment feedback, and accessibility of learning resources and support.</p>
<p><b>2 Other Strategies for Evaluation of Teaching by the Instructor or by the Department</b></p> <p>Colleagues of the instructor who have expertise in the course/discipline will conduct evaluations. Evaluations will result from information obtained through classroom visits and review of course materials and instructional contributions.</p>
<p><b>3 Processes for Improvement of Teaching</b></p> <p>Instructor will conduct evaluations from a number of sources including, but not limited to, student questionnaires, peer reviews, department focus groups, and self-evaluations. Instructor will collect and respond to feedback on their teaching from colleagues, peers, and students on a continual basis. Instructor and department will utilize a systematic approach to evaluate information obtained from feedback to make appropriate improvement of teaching that is firmly based on professional practices.</p>
<p><b>4. Processes for Verifying Standards of Student Achievement (eg. check marking by an independent faculty member of a sample of student work, periodic exchange and remarking of a sample of assignments with a faculty member in another institution)</b></p> <p>To help instructor review the extent of the students' achievement, a mid-course and end of course rating scale will be utilized in an effort to survey goals for student learning. Based on the survey results, instructor will collect data to verify student's perceived strengths and weaknesses. The purpose of collecting evidence of student achievement is to help to establish baseline data to monitor improvements in student learning over time.</p>

A summary of a description of students' current levels of achievement of will be provided to student upon completion. Conference between instructor and student will be available, upon request, to discuss students' achievement review.

**5 Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.**

Periodic focus groups will be conducted by instructor, faculty of the department, and department administrators to critique appropriateness of learning outcomes, content choice and currency, teaching and assessment methods, match between all of the above.

**Faculty In-charge**

**Head of the Department**

**VICE DEAN (Academic Affairs)**

**DEAN**