

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

1. Name of Paper	International Business	
2. Code	BBA 2264	
3. Status	Program Core (Compulsory)	
4. Credit Hours	4	
5. Semester and year to be thought	Semester 4 Year 2	
6. Prerequisite (if any)	None	
7. Mode of Delivery	Lectures, incubator works, group projects assignments, self study, consultation, presentation, placement assignments.	
8. Assessment and Marking Percentage	1. Class Attendance and Participation 2. Continuous Assessment, Assignments and Tests 3. Case Studies, Seminar, Project Paper and Presentation. 4. Final Exam Total	10% 20% 30% 40% ----- 100%
5. The Teachers	En. Mohd Zawawi Mohd Zabidi, MBA	
6. The Objective of the Paper	This course aims to expose the students to : <ul style="list-style-type: none"> • The overview of global market place, business centers, political and technological forces, ethics and social responsibility in the international business. • The various theories, policies, mechanisms and co-operations in the international business and environment. • The areas of business management and operation in the international business. 	
11. The Learning Outcomes of the Paper	After the course the students will be able to; <ul style="list-style-type: none"> • Discuss the meaning of international business, its importance, basic forms of activities and cause of globalization. • List the major types of legal systems confronting international business, show ways firms can resolve international disputes and approaches how firms can protect themselves form political risks. • Describe the primary elements of culture, religions and values in the international business environment and how they influence on business along with ethical conflicts that may arise and social responsibility of business organizations. • Understand the motivation for international trade, the difference between the various trade theories and various forms of international investments. • Explain the evolution and function of gold standard, role of the world bank group and the international monetary fund in the post world war II, flexible exchange rate system and the balance of payments. • Discuss the importance of GATT, WTO to international business, contrast the difference forms of economic integration among cooperating nations and analyze the opportunities for international business created by EU internal market. • Define and discuss nature of international organization design and identify initial impacts of activity and the design, describe related issues associated with design and how international firms control 	

	functions.							
12. A Synopsis of the Paper	The course presents a complete overview of international business issues and practice. The contents are built upon a strong foundation of theory and include current examples, cases and insights showing how global businesses apply these concepts. The course also examines the role and impact of culture and also includes numerous current world maps, helping learners develop and refine a global perspective. Students will be taught through lecturing, consultation and self learning modes via research and incubator activities.							
13. Topic of the Paper and Contact Hours of Guided Learning (face to face) and Non-Guided Learning (including assignment, group discussion, presentation, lecture preparation etc.)	HOURS OF LEARNING TIME							
	LECTURE		TUTORIAL		PRACTICAL/ LAB		STUDENT LEARNING HOUR	Quiz. Exam, Final
	GL	NGL	GL	NGL	GL	NGL		
1. World's Marketplace								
<ul style="list-style-type: none"> an overview of International business. global marketplace and business centers. the legal, technological and political forces play their roles. role of culture. ethics and social responsibility aspects in international business. 	2	4	2	4	-	-	8	-
2. International Investment and Trade theories								
<ul style="list-style-type: none"> motivation for International trade. Classical Country-based Trade theory, Modern firm-based trade theories and International investment theories. modern firm-based theories of international trade to describe global strategies adopted by business. categorize the different forms of Investment. role of Foreign Direct supply, demands and political factors influence foreign direct investment. 	2	4	2	4	-	-	8	1
3. International Monetary System and Balance of Payments								
<ul style="list-style-type: none"> the role of international 	2	4	2	4	-	-		

<p>monetary systems in promoting international trade and investment.</p> <ul style="list-style-type: none"> • evolution and function of gold standards. • the role of the World Bank Group and the International Monetary Fund in the post-world war II international monetary system established at Bretton Woods. • function of and structure of the balance of payments accounting system. • various definitions of a balance of payments surplus and deficits. 							8	-
<p>4. Foreign Exchange and International Financial Markets</p> <ul style="list-style-type: none"> • supply determine the price of foreign exchange. • role of banks in the foreign exchange market. • different ways firms can use the spot and forwards markets to settle international transactions. • the role of arbitrage in the foreign-exchange market. • important aspects of the international capital market. 	2	4	2	4	-	-	8	1
<p>5. National Trade Policies and International cooperation among nations</p> <ul style="list-style-type: none"> • favor of and against governmental intervention. • advantages and disadvantages of adopting an industrial policy. • role of domestic politics in formulating a country's international trade policy. 	2	4	2	4	-	-		

<ul style="list-style-type: none"> major tools countries use to promote international trade. techniques countries use to promote international trade. countries protect themselves against unfair trade practices. 							8	-
6. International Cooperation Among Nations <ul style="list-style-type: none"> the importance of GATT and the WTO to international businesses. different forms of economic integration among cooperating countries. opportunities for international businesses created by completion of the EU's internal markets. major trading blocs in today's world economy. 	2	4	2	4	-	-	8	1
7. International Strategic Management <ul style="list-style-type: none"> Characterize the challenges of international strategic management. basic strategic alternative available to firms. the components of international strategy. international strategic management process. the levels of international strategies. international business in experiential learning. 	2	4	2	4	-	-	8	-
8. International Human Resource Management and Labor Relations <ul style="list-style-type: none"> nature of human resource management in international business. recruit and select managers for international assignments. international businesses train and develop 	2	4	2	4	-	-	8	1

expatriate managers. <ul style="list-style-type: none"> • international firms conduct performance appraisals and determine compensation for their expatriate managers. • retention and turnover issues in international businesses. • human resource issues involving non-managerial employees. • labor relations in international business scenario. 								
Total	16	32	16	32	-	-	64	6
Total of Learning Hours	166							
Total of Credits	4							
14. Main References	<ul style="list-style-type: none"> • <i>International Business</i> by Ricky W, Griffin and Michael W. Pustay, Pearson Prentice Hall, Fourth Edition, (2005) . • <i>International Business: the challenges of globalization</i> by J.J Wild, K.L Wild & C.Y. Han, 3rd edition, Pearson Prentice Hall (2006). 							
15. Additional References	<ul style="list-style-type: none"> • <i>International Business : competing in the global marketplace</i> by Charles W. L. Hill, 5th edition, Mc Graw Hill, (2005) 							