



Course Specifications

Course Title:	International Business Management
Course Code:	16011626
Program:	Business Administration
Department:	Business Administration
College:	College of Business Administration
Institution:	Albaha University

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A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 6 th level/3 rd year
4. Pre-requisites for this course (if any): No
5. Co-requisites for this course (if any): No

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	43	95%
2	Blended	2	5%
3	E-learning	-	-
4	Correspondence	-	-
5	Other	-	-

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45
Other Learning Hours*		
1	Study	45
2	Assignments	30
3	Library	30
4	Projects/Research Essays/Theses	-
5	Others (specify)	15
	Total	120

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

It deals with the definition of International Business and importance in the present time, especially in light of the spread of the phenomenon of globalization. Further, it comprises international, political, legal and technological environment along with culture within the organization and diversity at international level. It also deals with managing cross culture negotiation, ethics and social responsibility as well as international strategic formulation & implementation.

2. Course Main Objective

The goal of this course is to familiarize students with the strategic options and challenges firms face when competing in the global economy. The course will expose students to key concepts and theories relevant to the study of organization's international development. It examines cross-cultural and management issues related to management in an international marketplace.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Define the terms, concepts, facts, principles of international business	K.1
1.2	State the external environment variables that influences the international business.	K.3
1.3	Recognize the ethical and social responsibility factors that influence corporate international affairs.	K.3
2	Skills :	
2.1	Apply cultural dimensions to similarities and dissimilarities in multinational companies (MNCs).	S.1
2.2	Illustrate the role of cross-cultural communication and negotiation in company's international business.	S.1
2.3	Compare and contrast the cultures and societies globally using socio-economic and cultural frameworks	S.2
2.4	Analyze the basic steps in formulating and implementing strategy, in the context of global competitive situations and barriers.	S.2
3	Competence:	
3.1	Adapt the ethical implication of business decision making and recognize ethical dilemmas in context to the global economy and borderless markets.	C.2

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1 -Globalization and International Linkages – Introduction – Globalization and Internationalization – Global Economic Systems – Economic Performance and Issues of Major Regions	3
2	Chapter 2- The Political, Legal, and Technological Environment – Political Environment – Political Systems – Legal and Regulatory Environment – Technological Environment and Global Shifts in Production	6
3	Chapter 3 -Ethics and Social Responsibility – Ethics and Social Responsibility – Globalization and Ethical Obligations of MNCs	6
4	Chapter 4- The Meanings and Dimensions of Culture – The Nature of Culture – Cultural Diversity – Values in Culture – Value Differences and Similarities across Cultures – Values in Transition	6

	<ul style="list-style-type: none"> - Cultural Dimensions - Integrating Culture and Management: The GLOBE Project - GLOBE's Cultural Dimensions 	
5	Chapter 5 - Managing Across Cultures <ul style="list-style-type: none"> - The Strategy for Managing across Cultures - Cross-Cultural Differences and Similarities - Cultural Differences in Selected Countries and Regions 	6
6	Chapter 6 - Organizational Cultures and Diversity <ul style="list-style-type: none"> - The Nature of Organizational Culture - Organizational Cultures in MNCs - Managing Multiculturalism and Diversity 	6
7	Chapter 7- Cross-Cultural Communication and Negotiation <ul style="list-style-type: none"> - The Overall Communication Process - Communication Flows - Communication Barriers - Achieving Communication Effectiveness - Managing Cross-Cultural Negotiations 	6
8	International Strategic Management Chapter 8- Strategy formulation and Implementation <ul style="list-style-type: none"> -Strategic management -The Basic steps in Formulating Strategy -Environmental Scanning -Strategy Implementation -Specialized Strategies 	6
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Define the terms, concepts, facts, principles of international business	<ul style="list-style-type: none"> • Lectures. • Self-Learning 	<ul style="list-style-type: none"> • Quizzes • Short Questions • Exams
1.2	State the external environment variables that influences the international business.	<ul style="list-style-type: none"> • Lectures. • Reading. 	<ul style="list-style-type: none"> • Quizzes • Exams • Homework
1.3	Recognize the ethical and social responsibility factors that influence corporate international affairs.	<ul style="list-style-type: none"> • Lectures. • Reading 	<ul style="list-style-type: none"> • Exams • Homework • Direct Questions
2.0	Skills		
2.1	Apply cultural dimensions to similarities and dissimilarities in multinational companies (MNCs).	<ul style="list-style-type: none"> • lectures. • Class discussion • Case study 	<ul style="list-style-type: none"> • Exams. • Assignment • Essay Questions
2.2	Illustrate the role of cross-cultural communication and negotiation in company's international business.	<ul style="list-style-type: none"> • Lectures • Class participation 	<ul style="list-style-type: none"> • Exams • Quizzes • Assignment

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.3	Compare and contrast the cultures and societies globally using socio-economic and cultural frameworks	<ul style="list-style-type: none"> Lectures Illustrative Examples 	<ul style="list-style-type: none"> Exams Assignment
2.4	Analyze the basic steps in formulating and implementing strategy, in the context of global competitive situations and barriers.	<ul style="list-style-type: none"> Lectures Brainstorming 	<ul style="list-style-type: none"> Exams Direct Questions
3.0	Competence		
3.1	Adapt the ethical implication of business decision making and recognize ethical dilemmas in context to the global economy and borderless markets.	<ul style="list-style-type: none"> Cooperative group learning. 	<ul style="list-style-type: none"> Group Presentation

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz 1	4-5	5%
2	Midterm Examination	7-8	30%
3	Quiz 2	10-14	5%
4	Homework & presentation, Assignment	3-15	10%
5	Final Examination	17	50%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

Instructor will be available for student consultation and academic advice throughout the week in their specified office hours. Students can also be contacted by e-mail.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Luthans, F. & P. Doh, J. (2015), "International Management: Culture, Strategy and Behavior", New York, McGraw-Hill Education.
Essential References Materials	<ul style="list-style-type: none"> Hill, Charles W. L. "International Business: Competing in the Global Marketplace", Kindle Edition, Jan 29, 2008 International Journal of Management - Magazine
Electronic Materials	<ul style="list-style-type: none"> http://www.business-and-management.org/ www.bls.gov/oco/ocos019.html
Other Learning Materials	Basic Computer applications (like MS- office, media player, Google chrome) for enhanced knowledge & learning.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom can accommodate approximately twenty-five (25) students. The classroom is well equipped to accommodate required number of students.
Technology Resources (AV, data show, Smart Board, software, etc.)	White Board, in addition, course communication and possible additional readings and links will be provided in Black-Board throughout the course.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Not Required

G. Course Quality Evaluation


Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching & assessment	Students	Indirect
Extent of achievement of course learning outcomes.	Program Leaders	Indirect
Quality of learning resources	Faculty, Students	Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Program Coordinator	Dr. Abdella Kormie Dinga 
Program Chair	Dr. Saleh Abdullah Alghamdi
Council / Committee	Business Administration Department Board Meeting
Reference No.	2 nd Board Meeting 1441-1442
Date	24/12/2020