



## KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

INTERNATIONAL BUSINESS ENVIRONMENT COURSE SYLLABUS				
<b>Course Title</b>	<u>International Business Environment</u>			
<b>Course Code</b>	BUS2315	<b>No. of Credits</b>	3	
<b>Department</b>	College course	<b>Collage</b>	Business	
<b>Course Instructor</b>	Mr. Sadiq Mohammed Mahmood			
<b>Email</b>	sadiq.mohammed@komar.edu.iq	<b>IP No.</b>	129	
<b>Per-requisites</b>	BUS1200 Introduction to Business			
<b>Teaching Hours</b>	3			
<b>Course Schedule</b>	Sunday and Tuesday (16:00 – 17:30)			
<b>Contact Hours</b>	Monday and Wednesday (10:00 – 11:00)			
<b>Course Type</b>	College Requirement			
<b>Offer in Academic Year</b>	Spring 2016			
<b>COURSE DESCRIPTION</b>				
This course is designed for the purpose of illustrating business strategies and operations on global scale, as well as the opportunities and challenges that might encounter any corporate with global strategic approach.				
<b>COURSE OBJECTIVES</b>				
<ol style="list-style-type: none"> <li>1. To explain the main concepts in the topic of international business environment.</li> <li>2. To discuss the qualities that a corporate must have to be able to think and plan its strategies on international level.</li> <li>3. Explaining the opportunities and challenges in the global arena for locally successful corporates, as well as encouraging students to think critically about the barriers in the way into global markets.</li> </ol>				
<b>COURSE LEARNING OUTCOMES</b>			<b>AACSB CLOs</b>	<b>Weight (100%)</b>
1. Define the key terms in international business environment.			A	10%
2. Discuss the processes of the globalization of business activities, problems and approaches.			C	15%
3. Illustrate the major elements of international environment that a corporate should consider when planning to go global.			F & E	20%
4. Make use of the concepts of strategic planning, globally speaking.			H	15%
5. Discuss the global nature of business ethics.			B	10%
6. Explain the present global business opportunities & challenges			D & G	30%



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## COURSE CONTENT

- Part 1: The Globalization of Business Environment**
- Part 2: Major Elements of International Business Environment**
- Part 3: Business Operations on Global Scale**
- Part 4: Corporate International Strategy**
- Part 5: Global Business Environment: Opportunities & Challenges**

## GRADING POLICY

A	95-100%	C	70-74%
A-	94-90%	C-	65-69%
B+	87-89%	D+	60-64%
B	83-86%	D	55-59%
B-	80-82%	D-	50-54%
C+	75-79%	F	0-49%
W	Withdrawal	I	Incomplete

*Note: Passing Grade is 65% and above*

## COURSE TEACHING AND LEARNING ACTIVITIES

1. **Lectures:** The lectures provide a broad introduction to each topic and emphasize key concepts.
2. **Case Studies:** the numerous Case Studies are an important learning tool, integrated closely with the theoretical material presented in each chapter.
3. **Graphs:** graphs should help students both learn and review the material.
4. **Student Questions:** With each new subject the students will be asked to submit 2 questions about the subject prior to reading in textbooks about it, then 2 more questions that reading generated in their minds.
5. **In class brainstorming sessions:** Team-work, assignments and presenting the assignment contents and ideas are required.
6. **Quick Quizzes:** These will be announced ahead of time.
7. **Feedback:** Feedback on student progress will be given throughout the course.
8. **Class participation:** Class participation is encouraged and will influence your grade.
9. **Exams:** Exams are all comprehensive in nature.

## COURSE ASSESSMENT Tools

N	Assessment tool	Weight	No. of Activities	Learning Outcomes
1	Homework/Exercise	15%	(3)	Encourage reading and reviewing (Must be returned on time).
2	Quizzes	12%	(3)	Careful reading and listening
4	Mid-Term Exam	20%	(1)	College requirement (Feedback)
5	Final Exam	30%	(1)	College requirement (Feedback)
6	Participation	8%	Each lecture	Interact with the course
7	Reports/ Presentations	15%	(1)	learning how to prepare reports and papers on operations management.



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## ESSENTIAL READINGS: (Journals, textbooks, websites, etc.)

- Textbook
- Mason A. Carpenter & Sanjyot P. Dunung (2012), Challenges and Opportunities in International Business.
- Additional Resource
1. Michael R. Czinkota, Ilkka A. Ronkainen & Michael H. Moffett (2011), International Business, John Wiley & Sons, Inc.
  2. S. Tamer Cavusgil, Gary Knight, John R. Reisenberger (2008). International Business: strategy, management, and the new realities, Pearson Education, Inc.

## COURSE POLICY (including plagiarism, academic honesty, attendance etc)

### Attendance Policy

Students are expected to attend all the classes for the entire semester. Students are responsible for material presented in lectures. Attendance is taken at the beginning of each class. Only students with official KUST absences, family crises, and illness are excused from class. This in no way cancels any responsibility for work due or assigned during absence. The student who misses more than 10 percent of the course classes will be placed on probation.

### Make-up Policy

Because all examinations are announced in advance a zero will be assigned to any missed examination unless a student has a legitimate acceptable reason, such as illness, for not being able to take the examination during all the days when the examination was announced.

### Academic Dishonesty

Any type of dishonesty (plagiarism, copying another's test or home-work, etc) will NOT be tolerated. Students found guilty of any type of academic dishonesty are subject to failure in this course, plus further punishment by the University Consul.

### Deadlines/Due Dates

Recognizing that a large part of professional life is meeting deadlines, it is necessary to develop time management and organizational skills. Failure to meet the course deadlines will result in penalties. **Late assignments will be accepted with a penalty if they are less than 3 days passed their respective due dates, otherwise a zero will be assigned to those assignments.** Work may be submitted early.



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Week	Beg/End Dates	Topics	AACSB CLOS	Course Requirements
1	Lecture (1) FEB 28 <sup>TH</sup> 2016	1. Syllabus 2. The Key Terms in International Business Environment	A	
	Lecture (2)	• Introduction to International Business	A	
2	Lecture (3)	• Globalization & International Business	C	
	Lecture (4)	• International Trade	A & C	
3	Lecture (5)	• Direct Foreign Investment	A & C	
	Lecture (6)	• International Business Environment Elements: 1. Culture	F & E	Quiz – 1
4	Lecture (7)	2. Politics and Law	F & E	
	Lecture (8)	3. Global Financial Markets	F & E	
5	Lecture (9)	5. Regional Economic Integration	F & E	
	Lecture (10)	6. Developed, Emerging & Developing Markets	F & E	Homework – 1
6	Lecture (11)	• Currency and Foreign Exchange	F & E	
	Lecture (12)	• Global Capital Markets	F & E	
7	Lecture (13)	• Strategic Planning & Global Opportunities	C & H	
	Lecture (14)	• Strategic Planning & Global Challenges	C & H	Quiz – 2
8	Mid Term Exam. No Classes.			
9	Lecture (15)	• International Talent Management	D & G	
	Lecture (16)	• Research & Development: Global Innovation	D & G	
10	Lecture (17)	• Global Marketing Management	D & B	
	Lecture (18)	• Global Services in the World Economy	D	Homework – 2



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11	Lecture (19)	<ul style="list-style-type: none"> <li>• International Logistics</li> </ul>	D	
	Lecture (20)	<ul style="list-style-type: none"> <li>• Global Human Resources Management</li> </ul>	D & B	
12	Lecture (21)	<ul style="list-style-type: none"> <li>• The Future of International Business Management -1</li> </ul>	C & G	Quiz -3
	Lecture (22)	<ul style="list-style-type: none"> <li>• The Future of International Business Management -2</li> </ul>	C & G	
13	Lecture (23)	<ul style="list-style-type: none"> <li>• The Roles of Finance in Global Competitive Advantage</li> </ul>	D & G	
	Lecture (24)	<ul style="list-style-type: none"> <li>• Ethics in International Business</li> </ul>	B & H	
14	Lecture (25)	<ul style="list-style-type: none"> <li>• How to Prepare and Present an Internationally Expanded Firm Case Analysis</li> </ul>	C, G & H	Homework – 3
	Lecture (26)	<ul style="list-style-type: none"> <li>• Students' Groups Assignments</li> </ul>	C, G & H	Presentations
15	Lecture (27)			
	Lecture (28)	<ul style="list-style-type: none"> <li>• Review of Class Major Learning</li> </ul>	H	
<b>Final Exams. No Classes.</b>				