



University/Academy: Arab Academy for Science and Technology & Maritime Transport

Faculty/Institute: College of Computing and Information Technology

Program: Computer Science / Information Systems / Software Engineering

**Form No. (12)
Course Specification**

1- Course Data

Course Code: NC273	Course Title: Global Business	Academic Year/Level: Year 2 / Semester 3
Specialization: Humanities	No. of Instructional Units: 2 hrs lecture 2 hrs section	Lecture:

2- Course Aim	This course covers the introduction to global business affecting IT and software development. Topics of interest include globalization and the international business environment, differences between countries and their cultures, virtual global organisations, international product life cycle, international strategic management, international logistics management, quality and process management, project management and international human resources management.
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3- Intended Learning Outcome:

a- Knowledge and Understanding	Students will be able to demonstrate knowledge of: K8. Management and economics principles relevant to computing and information disciplines. Part One Globalization 1. Globalization Part Two Country Differences 2. Country Differences in Political Economy 3. The Cultural Environment 4. Ethics in International Business Part Three Cross-Border Trade and Investment 5. International Trade Theories 6. The Political Economy of International Trade 7. Foreign Direct Investment
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	<p>8. Regional Economic Integration</p> <p>Part Four</p> <p>Global Money System</p> <p>9. The Foreign Exchange Market</p> <p>10. The Global Monetary System</p> <p>Part Five</p> <p>Competing in a Global Marketplace</p> <p>11. Global Strategy</p> <p>12. Entering Foreign Markets</p> <p>13. Exporting, Importing, and Countertrade</p> <p>14. Global Marketing and R&D</p> <p>15. Global Manufacturing and Materials Management</p> <p>16. Global Human Resource Management</p>
b- Intellectual Skills	<p><u>By the end of the course, the student acquires high skills and an ability to understand:</u></p> <p>17. Achieve judgments considering balanced costs, benefits, safety, quality, reliability, and environmental impact.</p>

c- Professional Skills	<p><u>By the end of the course the student will have the ability to:</u></p> <p>P2. Implement comprehensive computing knowledge and skills in projects and in deployment of computers to solve position practical problems.</p> <p>P4. Apply computing information retrieval skills in computing community environment and industry.</p>						
d- General Skills	<p>Students will be able to:</p> <p>G1. Demonstrate the ability to make use of a range of learning resources and to manage one's own learning.</p> <p>G3. Show the use of information-retrieval.</p>						
4- Course Content	<table border="1" data-bbox="531 1444 1445 1635"> <thead> <tr> <th>#</th> <th>CLO</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Identify global business issues affecting IT and software companies.</td> </tr> <tr> <td>2</td> <td>Understand the business concepts involved in IT and software development.</td> </tr> </tbody> </table>	#	CLO	1	Identify global business issues affecting IT and software companies.	2	Understand the business concepts involved in IT and software development.
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1	Identify global business issues affecting IT and software companies.						
2	Understand the business concepts involved in IT and software development.						
5- Teaching and Learning Methods	Lectures and Sections						
6- Teaching and Learning Methods for Students with Special Needs	<ul style="list-style-type: none"> • Students with special needs are requested to contact the college representative for special needs (currently Dr Hoda Mamdouh in room C504) • Consulting with lecturer during office hours. • Consulting with teaching assistant during office hours. • Private Sessions for redelivering the lecture contents. <p>For handicapped accessibility, please refer to program specification.</p>						

7- Student Assessment:	
a- Procedures used:	Exams and classwork
b- Schedule:	Week 7 exam Week 12 exam Week 16 Final exam
c- Weighing of Assessment:	7 th week exam 30% 12 th week exam 20% Term work 10% Final exam 40%
8- List of References:	
a- Course Notes	From the Moodle on www.aast.edu
b- Required Books (Textbooks)	Hill, C., <i>Global Business Today</i> , McGraw Hill, 2003
c- Recommended Books	<ol style="list-style-type: none"> 1. Ball, D, <i>International Business</i>, The Challenge of Global Competition. McGraw Hill, 2003. 2. Karolack, D. W., <i>Global Software Development</i>, Managing Virtual Teams and Environments. Wiley – IEEE Computer Society, 1998. 3. Dyba, T., Dingsoyr, T., and Moe, N., <i>Process Improvement in Practice: A Handbook for IT Companies</i>. Springer, 2004.
d- Periodicals, Web Sites, ..., etc.	

Course Instructor:

Head of Department:

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