

IM535 – International Operation Management

COURSE INFORMATION

Course Title: International Operation Management

Code: IM 535

Contact Hours (hours/week): Lecture – 3 Hrs. Tutorial– 0Hrs. Credit– 3.

Prerequisite: 126 Credit Hours.

GRADING

Class Performance/Attendance: 10%

Midterm # 1/Assignments – (7th Week): 30%

Midterm # 2/Assignments – (12th Week): 20%

Final Exam: 40%

COURSE DESCRIPTION

This course introduces the students to the concepts of international environment, international trade and direct, foreign investments foreign exchange, and economic cooperation.

TEXT BOOK

John D. Daniels and Lee H. Radebaugh, "International Business Environments & Operations", Prentice Hall, latest edition.

REFERENCE BOOKS

Griffin and Pustay, "International Business", Prentice Hall, latest edition.

COURSE OBJECTIVES

The objective of this course, which is of college requirements, is to introduce the students from different disciplines to the ever-growing field of international business. It tackles the main issues of the evolution of firm strategy as part of the internationalization process, plus the countervailing forces that firms as likely to encounter during that process. In addition, the elements of external international business environment are briefly introduced. The student will be better able to interact with the business world in the environment of globalization.

COURSE OUTLINE

Week Number 1: International Business Environment- An overview.

Week Number 2: The Cultural and Legal Environment.

Week Number 3: The Political Environment.

Week Number 4: The Economic Environment Facing Business (1).

Week Number 5: The Economic Environment Facing Business (2).

Week Number 6: International Trade Theories (1).

Week Number 7: 7th week Exam.

Week Number 8: International Trade Theories (2).

Week Number 9: Governmental Influence on Trade

Week Number 10: Regional Economic Integration.

Week Number 11: Factor Mobility and Foreign Direct Investment.

Week Number 12: 12th week exam

Week Number 13: The Foreign Exchange Market.

Week Number 14: The determination of Exchange Rates.

Week Number 15: Global Manufacturing and Supply Chain management.

Week Number 16: Final Exam.