

## Industrial and Management Engineering Courses (IM)

Industrial and Management Engineering Courses Group

### IM 539 – International Business Management

#### COURSE INFORMATION

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Course Title: International Business Management

Code: IM 539

Hours: Lecture – 2 Hrs.                      Tutorial – 2 Hrs.                      Credit –3.

Prerequisite: None

#### GRADING

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Class Performance/Attendance: 10%

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

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

Final Exam: 40%

#### COURSE DESCRIPTION

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Introduction - International business environment- International trade and Direct foreign investments- Foreign exchange- Economic cooperation

#### TEXT BOOK & REFERENCES

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International Business Environments & Operations by John D. Daniels Lee H. Radebaugh Publisher: Addison Wesley.

#### SPECIFIC OUTCOMES OF INSTRUCTION

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Introduce the students from different disciplines to the ever-growing field of international business.

Tackles the main issues of the evolution of firm strategy as part of the internationalization process, plus the countervailing forces that firms are likely to encounter during that process. The elements of the external international business environment are briefly introduced.

The student will be better able to interact with the business world in the environment of globalization.

## APPENDIX A-58

### COURSE OUTLINE

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- Week Number 1-2:* International Business Environment- An overview
- Week Number 3:* The Cultural and Legal Environment.
- Week Number 4-5:* The Political Environment
- Week Number 6-7:* The Economic Environment Facing Business.
- Week Number 8-9:* International Trade Theories.
- Week Number 10:* Governmental Influence on Trade
- Week Number 11:* Regional Economic Integration
- Week Number 12:* Factor Mobility and Foreign Direct Investment
- 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.

### COURSE COORDINATOR AND DEMAND

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*Course Coordinator:*

*Course Demand:*           *Elective*