

MKT-221 International Business

Cr Hrs: 3.0

Course Description

The disappearing of economic boundaries is partially due to the proliferation of electronic communication, which allows instantaneous information transfer for sales, marketing, manufacturing and outsourcing. Furthermore, growing distribution networks, supply chains, and transportation hubs simplify the movement of products. The broad networks of worldwide financial institutions reduce currency issues. Thus, business professionals are increasingly servicing the needs of customers around the world.

Ultimately, most business professionals will in some way be impacted by international influences. Individuals planning a career in business must understand the intricacies of doing business with partners from other countries—whether the business is conducted in the United States, Pakistan or elsewhere in the world.

Culture, language, political systems, geography, and socio-economic factors all influence a company's business practices. Researching the companies you wish to do business with, including their business practices, culture and tradition is vital to business success in this global marketplace.

In order to be prepared for a career in any facet of the business world (accounting, finance, marketing, information technology, law, healthcare, etc.), an understanding of global issues is critical. Thus, studying international business will help students prepare for diverse business opportunities, knowing in advance that respect for and knowledge of your counterparts can create a competitive advantage.

Course Objectives

1. Understand the different challenges businesses face when they operate in an international environment.
2. Examine the various cultural, political and legal issues that impact international business activity.
3. Examine the international institutions and practices that impact international business.
4. Understand trade and investment theory, foreign exchange and the determination of foreign exchange rates.
5. Appreciate the interaction of business and government as they relate to international

<p>commerce.</p> <p>6. Develop insight into the management implications of international business strategy and operations.</p>		
Learning Outcomes		
<ol style="list-style-type: none"> 1. Comprehensive understanding of theoretical concepts of International Business Management. 2. Use of tools, frameworks, approaches and constructs in a contextualized environment. 3. Development and practice of skills required by a modern day International Business Manager. 		
Course Material		
<p>Required: "International Business: Competing in Global Market Place" by Charles W. L. Hill, 7th Edition. Published by: McGraw Hill</p> <p>Recommended: "International Business" by Mike W. Peng, Published by: Cengage Learning</p> <p>"International Business; The new realities" by S. TamurCavusgil, Gary Knight, John R. Riesenberger, 2nd Edition. Pearson Education Inc.</p>		
Course Content (Weekly)		
Weekly breakdown is given below		
Week	Lecture Topic	Reading
1	Introduction and Course Overview to Globalization	Corresponding Chapter
2	National Differences in Political Economy	Corresponding Chapter
3	Global Trade and Investment Environment& International Trade Theories	Corresponding Chapter
4	Ethics in International Business	Corresponding Chapter
5	Differences in Culture	Corresponding Chapter
6	The Global Monetary System	Corresponding Chapter
7	Foreign Exchange	Corresponding Chapter
8	MID TERM EXAM	
9	Analyzing International Opportunities	Corresponding Chapter
10	Exporting, Importing and Countertrade & Foreign Direct Investment	Corresponding Chapter

11	The Strategy and Structure of International Business	Corresponding Chapter	
12	The Organization of International Business Entry Strategy and Strategic Alliances	Corresponding Chapter	
13	Global Marketing and R&D	Corresponding Chapter	
14	Global Human Resource Management	Corresponding Chapter	
15	Other Global Functions CLASS PRESENTATIONS	Corresponding Chapter	
16	CLASS PRESENTATIONS		
17	BUFFER WEEK		
18	FINALTERM EXAM		