

MGT3210 International Business

Code

MGT3210

Title

International Business

Credits

3

Description

This is an introductory course in international business. The basic content of the course includes (1) an overview of the means of conducting international business, with an emphasis on what makes international business different from domestic business; (2) the effects of the cultural/social systems within countries on the conduct of international business; (3) the major theories explaining international business transactions and the institutions influencing those activities; (4) the financial exchange systems and institutions that measure and facilitate international transactions; (5) the dynamic interface between countries and companies attempting to conduct foreign business activities; (6) corporate strategy alternatives for global operations

Objectives

Upon completion of this course, the student should be able to: 1. Understand the different challenges business 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 commerce; 6. Develop insight into the management implications of international business strategy and operations.

Assessment

60 % -first and second assessments

40 % -final assessment

Tentative course outline

Week1

Globalization (Ch. 1)

Week2

National Differences in Political Economy (Ch. 2)

Week3

Differences in Culture (Ch.4)

Week4

International Trade Theory (Ch. 6)

Week5

The Political Economy of International Trade (Ch. 7)

Week6

Review

Week7

Foreign Direct Investment (Ch.8)

Week8

The Strategy of International Business (Ch.13)

Week9

Global Human Resource Management (Ch.19)

Week10

Presentations

Week11

Presentations

Week12

Presentations

Week13

Presentations

Week14

