

# MGT3210 International Business

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**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**

Presentations

**Week15**

Final Exam