

Course Outline: International Business (MGT520)

Introduction & Background:

MGT520 (International Business) is enriched with the content related to international modes of business. It is designed with the core objective to develop, enhance and sharpen the management and marketing skills of graduation level students. International view of the business environment is also useful for the commerce students at master level. Discussion on Political, Legal and Social dimensions of international business gives a glimpse of motivation towards international business ventures.

Market Need:

MGT520 well serves the learning needs of the students who wish to start or already engaged in import and export business. This course is equally helpful for those who are already attached with such organizations which are involved in imports and exports. The knowledge base of the course is healthy enough for the students who are looking to start international business ventures. Basic portion of the business management concepts imparts interpersonal, analytical and leadership skills in the students. Derived concepts of international business are helpful in developing an international business mind set.

Objectives:

Content of MGT520 has been designed to fulfill the following objectives:

- To introduce the key concepts and theories of International Business.
- To teach the application of concepts and modes of globalization.
- To teach the level and differences of businesses requirements in local and international context.
- To elaborate the role and importance of World Trade Organization (WTO) in international business.
- To create a business mind set according to the international standards.

Learning outcomes:

After going through the whole semester activities students will be able to:

- Comprehend the core elements of international business environment.
- Make a choice between different modes of globalization for their international business flight.
- Realize the importance of technology to compete in the international business environment.
- Realize the importance of legal and political differences in international business environment.
- Understand the importance of social and cultural differences in global market.
- Comprehend the critical role of international governing bodies in conducting smooth international business operations.
- Understand the international legal and marketing requirements for global business ventures.

Course Objectives	Course Outcomes	Graded Activities
Ob1. To introduce the key concepts and theories of International Business.	1. Comprehend the core elements of international business environment.	
Ob2. To teach the application of concepts and modes of globalization.	2. Students will be having enough knowledge base to make an easy choice between different modes of globalization for their international business flight.	Assignment no.01 15 marks (2 weightage) Quiz1 10 marks (1 weightage)
Ob3. To teach the level and differences of businesses requirements in local and international context.	3. Realize the importance of technology to compete in the international business environment. 4. Understand the importance of social and cultural differences in global market. 5. Realize the importance of legal and political differences in international business environment.	Graded Discussion Board no.01 20 marks (2 weightage) Quiz2 20 marks (2 weightage)
Ob4. To elaborate the role and importance of World Trade Organization (WTO) in international business.	6. Comprehend the critical role of international governing bodies in conducting smooth international business operations.	Assignment no.02 20 marks (3 weightage) Quiz3 10 marks (1 weightage)
Ob5. To create a business mind set according to the international standards.	7. Understand the international legal and marketing requirements for global business ventures.	Graded Discussion Board no.02 20 marks (2 weightage) Quiz4 20 marks (2 weightage)

Course Content:

Topic	Lesson	Related Activities
Introduction To The Field of International Business	1	
Modes of International Business	2	

An Overview of International Business	3	
Globalization	4,5,6,7	
National Differences In Political Economy	8,9,10,11,12,13	Assignment 1, Quiz 1
Differences In Culture	15,16,17,18	GDB 1
International Trade Theory	19,20,21,22,23	Quiz 2
The Political Economy of International Trade	24,25,26,27	
GATT and WTO	28,29,30	Assignment 2
Theory of Foreign Direct Investment	31,32,33	Quiz 3
Foreign Direct Investment and The Political Economy	34,35,36	
Regional Economic Integration	37,38,39	
Foreign Exchange Market	40,41	Quiz 4
International Marketing	42	GDB 2
Imports and Exports	43	
FDI, International Business & Pakistan	44,45	

Recommended book:

Book Title: International Business

Author: Charles W.L. Hill

Edition: Any latest edition

ISBN: 0073381349

Publisher: McGraw-Hill Higher Education

Reference book:

Book Title: International Business: a managerial perspective

Author: Ricky W. Griffin, Michael W. Pustay

Edition: Any latest edition

ISBN: 0131422634, 9780131422636

Publisher: Pearson Prentice Hall, 2005

Course Strategy:

In the pursuit of meeting course objectives we will be having the following activities.

Video Lectures:

During the semester the lectures will be aired on VU channels. Three lectures per week will be opened for discussion. Lectures are also available on LMS, you tube, VU open courseware and CDs.

MDBs:

Students will be able to ask the question regarding lectures through moderate discussion board (MDB).

Online Session:

One online session will be conducted to discuss the course related issues and new further topics.

Quizzes:

4 quizzes will be taken in the whole semester. 2 quizzes each will be taken before and after the mid-term exams.

Assignments:

2 assignments will be given in the whole semester. 1 assignment each will be given before and after the mid-term exams.

GDBs:

2 GDBs will be the part of the graded activities. 1 GDB each will be given before and after the mid-term exams.

Exams:

Mid-Term exam will be taken from first 23 lectures of the course.

Final-Term exam will be taken from lecture number 1 to 45.