

International Business Management

Prepared by Dr. Noha Adel

Lecture 1





مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY

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www.midocean.ae



Introduction

International business

Business that is carried out across national borders



Course Description

Through 4 credit hours a week , This course explores key international business dimensions in terms of their core concepts, and highlights the business and social implications of these core concepts from the perspective of managers and public-policy makers.

The course introduces students to international business “hot” topics such as:



Week 1: Topic 1: Globalization

Week 2: Topic 2: Ethics, Corporate Social Responsibility, and Sustainability

Week 3: Topic 3: Differences in Culture

Week 4: Topic 4: International Trade Theory

Week 5: Regional Economic Integration



Week 6: Foreign Direct Investment

Week 7: International Opportunities

Week 8: Entering Foreign Markets

Week 9: International Human Resource Management

Week 10: International Communication and Negotiation

Week 11: Managerial Leadership and Motivation in an International



The main material and reference for the course will be the textbook mentioned

Lecture notes and slides are additional resources



Textbook

**Kamal Fatehi & Jeongho Choi:
International Business Management
Succeeding in a Culturally Diverse World,
Second Edition.**



Course Assessment

Weekly short Exam for 8 marks on ten weeks total 80%

Final Exam for 20 marks total 20%

Attendance for the live lectures isn't obligatory, but it will be taken from attending the short exams

If the student is absent for 4 exams, he will be prevented from the final exam



Remember



Last chance to apologize from the **short exam** is before its ending time

Last chance to apologize from the **Final exam** is before the exam time with attached excuse



Learning Outcomes:

- Understand the most widely used international business terms and concepts.
- Identify the role and impact of political, economic, social, and cultural variables in international business.
- Analyze international business from a multi-centric perspective, avoiding ethnocentrism.





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Thank You

