T-104
2022

Course Specification
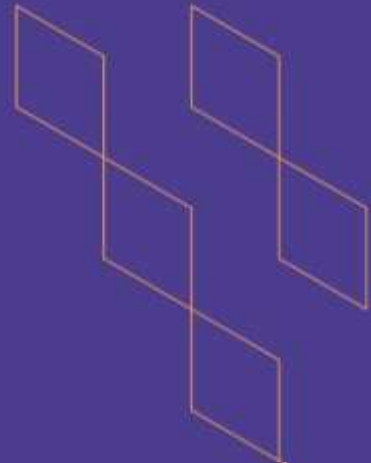
Course Title:	International Business Management
Course Code:	BA3309
Program:	BA Degree in Business Administration
Department:	Business Administration
College:	College of Business
Institution:	Umm Al-Qura University
Version:	2
Last Revision Date:	28/01/2023

Table of Contents:

A. General information about the course:

Course Identification	
1. Credit hours:	4

2. Course type

a.	University ☐	College ☐	Department☒	Track☐	Others☐
b.	Required ☒	Elective☐			

3. Level/year at which this course is offered: Level 7	

4. Course general Description

This course introduces the key concepts of international business and provides the basic knowledge in the area concerning international business. It also provides the global competencies needed to work across national borders, to manage complex international and inter-cultural relationships, and to understand global aspects of the world trade system.

5. Pre-requirements for this course (if any):

BA1302

6. Co- requirements for this course (if any):

7. Course Main Objective(s)

The course aims to develop an understanding of the major economic, political, legal and cultural factors which contribute to the formation of the international business environment along with the ability to communicate on an international level.

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	30	75%
2.	E-learning		
3.	Hybrid • Traditional classroom • E-learning	10	25%
4.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify) (Discussions and Applications)	10
	Total	40

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Explain the differences among global economies, institutions, and cultures, and analyze the implications that these have on global management.	K1	Lectures and case studies	Exams, Assignments, class engagement, and Projects
1.2	Explain the theories of international business and apply it in international business situations	K3	Lectures and case studies	Exams, Assignments, class engagement, and Projects
2.0	Skills			
2.1	**Use analytical and problem-solving skills in decision making**	S3	Lectures and case studies	Exams, Assignments, class engagement, and Projects

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.2	**Apply managerial skills in international business situations**	S1	Lectures and case studies	Exams, Assignments, class engagement, and Projects
2.3	**Analyze international environments and their business-related consequences**	S6	Lectures and case studies	Exams, Assignments, class engagement, and Projects
3.0	Values, autonomy, and responsibility			
3.1	Appreciate ethics and laws in international business transactions	V2	Lectures and case studies	Assess each group achievements
3.2	Demonstrate teamwork abilities during class activities	V1	Lectures and case studies	Group members evaluate the group leader.

C. Course Content

No	List of Topics	Contact Hours
1	**Introduction to International Business**	**4**
2	**The International Environment**	**8**
3	**International Trade Theories**	**4**
4	**Foreign Direct Investment**	**4**
5	**International Business Strategies and Organization**	**4**
6	**International opportunities and Modes of Entry**	**4**
7	**International Marketing**	**4**

8	International Operations	4
9	International Financial Systems	4
Total		40

D. Students Assessment Activities

NO	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Class Engagement	1-10	10
2	Assignments	3-8	10
3	Midterm	6	20
4	Project	10	20
5	Final Exam	11-12	40
6			
7			
8			

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	International Business: The Challenges of Globalization, Global Edition, 9th Edition, by Wild & Wild
Supportive References	Al-Eqtisadiayh Newspaper
Electronic Materials	Al-Eqtisadiayh Newspaper
Other Learning Materials	• https://www.wto.org/ • https://www.wsj.com • https://www.imf.org/ • https://www.stats.gov.sa/ • https://hbsp.harvard.edu/

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom, lab
Technology equipment (projector, smart board, software)	Data Show, Smart Board , , software
Other equipment (depending on the nature of the specialty)	None

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chair, Students, External Stakeholders Department and quality committee	Open discussions with the students Anonymous surveys
Effectiveness of students assessment	Chair, Students, External Stakeholders Department and quality committee	Checking marking by the students themselves if it's possible Using the help of other members in reviewing the assignments/exams
Quality of learning resources	Chair, Students, External Stakeholders Department and quality committee	Review of course portfolios Instructor assessment by students
The extent to which CLOs have been achieved	Chair, Students, External Stakeholders Department and quality committee	Course specifications are periodically reviewed at the departmental level. Courses are updated periodically and compared to the benchmark standards.
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	BA DEPARTMENT
REFERENCE NO.	
DATE	28/01/2023