



Future Academy
Higher Future Institute for Specialized Technological Studies

Course Specification

1- Course information:

Course Code:	B23
Course Title:	International Business
Year/level	3rd
Academic Programs	Business Administration Program (B.Sc.)
Contact hours/ week	Theoretical 3 hrs. / Tutorial 2 hrs. = Total 5 hrs.

2- Course aims:

This course aims to explain the main aspects of international business management and identifies the basic concepts of international business. It helps in understanding new details of management concepts and practices in an international context.

3- Intended learning outcomes of the course (ILOs):

a- Knowledge and understanding:

On successful completion of this course, the student should be able to:

- A1. Mention the concepts and the importance of international business management.
- A2. Define the nature and development management functions in global market.
- A3. List the different functions of managers in coordinating between new employees and the global environment surrounding them so that they can adapt to work and avoid problems from cultural differences.
- A4. Discuss the current issues and the importance of foreign direct investment and management functions.
- A5. Record why organizations need to pay attention to employee attitudes, values and behaviors.
- A6. Discuss organizational cultures and ethics in international business.
- A7. Underline the meaning of direct foreign investment.
- A8. Define the nature of leadership and the importance of control and the keys to successful systems in international business

b- Intellectual skills:

On completing this course, the student should be able to:

- B1.** Analyze the management environment in international firms.
- B2.** Differentiate between functions in international business.
- B3.** Compare between effectiveness and efficiency in international firms.
- B4.** Debate similarities and differences between being a manager in local firms and in international firms.
- B5.** Analyze the contemporary trends in workplace which managers should be aware of in international environment Like Information about foreign direct investment.
- B6.** Record the hidden aspects of individual's personalities, values and attitudes that affect employee behavior in global business and different cultures.
- B7.** Differentiate between advantages and disadvantages of studying the global market in making process.
- B8.** Relate the different viewpoints of foreign investment and its importance for all countries.

c- Professional and practical skills:

At the end of this course, the student will be able to:

- C1.** Demonstrate managerial skills in personal and professional life.
- C2.** Illustrate skills needed for analyzing management environment.
- C3.** Develop an effective action plan in selecting human resources in international firms.
- C4.** Design the appropriate organizational structure to fit the organizational culture in global business.
- C5.** Define how to measure performance and human skills for effective management.
- C6.** Test how to adapt with the global perspective in management practices.
- C7.** Interpret the management function and the nature of the managers and leader's job in international firms and Information about foreign direct investment.
- C8.** Determine the appropriate type of controlling tools and standers in professional manner for solving management problems in global business.

d- General and transferable skills:

On successful completion of this course, the student should be able to:

- d1- Demonstrate presentation skills using appropriate technology applications
- d2- promote cooperation and teamwork
- d3- Demonstrate interactive skills through in-class discussion
- d4- Plan and make decisions in a group

4- Course contents

Topics/units	Number of hours		ILO's
	Lecture hours	Practical hours	
- Globalization	3	1.5	a1
Sociocultural Forces	3	1.5	a1, b1, b2
Topic: International Trade.+QUIZ1	6	1.5	a1,b2,d1
Economic Forces.	3	1.5	a3, c2, c3,
International Competitive Strategy in IBM.	3	1.5	a4, b4, c3,d3
Mid-term Exam	3	1.5	a4, a5, b1, b3
Topic: Global Leadership Issues and Practices	3	1.5	a4, b4, c3,d3

Topic: Managing Human Resources in an International Context	6	1.5	a5, b3
Continue Managing Human Resources.+quiz2	6	1.5	a1,b1,b2
- Plan to marketing in IBM	3	1.5	b2, c2, c3, d4
Final Revision	3	1.5	a2, b2,c3

5- Teaching and learning methods

Methods	ILO's																	
	a1	a2	a3	a4	Aa5	b1	b2	b3	b4	b5	c1	c2	c3	c4	d1	d2	d3	d4
Lectures	✓			✓	✓													
Practical sections		✓	✓			✓		✓							✓	✓	✓	
Students Presentations				✓					✓			✓	✓	✓	✓			
Brainstorming						✓			✓	✓	✓					✓	✓	
Case study			✓	✓			✓	✓		✓	✓							
Discussion groups		✓					✓			✓		✓				✓		✓
Problem-solving																		
E-learning																		
Blended learning																		

6- Teaching and learning methods for Low-achieving students

- Extra teaching hours for those who need help
- More quizzes to assess their ability for understanding the course
- Encourage teamwork for those students with other advanced ones to increase their participation and understanding

7- Student assessment

Assessment method	Time	Grade weight (%)	Week	ILOs
Course Work (Tutorial Exercise and Assignments)		10	Every week	a2, a3, b2, b3,c2, c3, d1, d3, d4
Quiz 1	1	10	Week 4	a1,b2
Mid-term exam	1	20	Week 7	a4, a5, b1, b3
Quiz 2	1	10	Week 11	a1,b1,b2
Final Written exam	2	50	----	a2,a4,a5

8-List of references

8.1. Student notebooks:

Lectures and presentation.

8.2. Essential textbooks:

International Business By Micheal Geringer, Jeanne M.McNett Donald A. Ball , Third Edition Copyright @ 2023 by The McGraw-Hill Companies, Inc. All rights reserved.

8.3. Recommended textbooks:

- International Marketing, 19th Edition , ISBN10: 1266148639 | ISBN13: 9781266148637 ,Philip Cateora, Bruce Money, Mary Gilly, John Graham and Graham Cateora,2024.

• 8.4. Journals, Periodical and Reportsetc.

- <https://www.researchgate.net/topic/International-Business-Management/publications>.
- <https://www.interestjournals.org/research-international-business-management.html>.

8.5. Websites

https://www.youtube.com/watch?v=HFWX_6ohd-U.
<https://www.youtube.com/watch?v=u9tU51PPSX0>.

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