

Course Profile
Department of Management / International Trade Program

Course Number : MAN202	Course Title : International Business
Required / Elective : Required	Pre / Co-requisites : -
Catalog Description: An introduction to international management and the multinational enterprise. The cultural environment of international management. Planning in an international setting, organizing for international operations, directing international operations. International staffing, preparing employees for international assignments, and the control process in an international context.	Textbook / Required Material : International Business, Environments and Operations Daniels, Radebaugh, Sullivan Pearson Prentice Hall 2007 11th Edition /ISBN 0-13-186942-
Course Structure / Schedule : (3+0+0) 3 / 6 ECTS	
<p>Extenden Description: This course will strive to help students understand how the shifting parameters and trends of the dynamic global environment work and how these issues interface with the concerns of international businesses. The specific topics within the course are: 1. Background for International Business. 2. Comparative Business Environments/ Cultural, legal, Political, Economic Environments facing international business 3. Impact of FDI on home and host countries 4. Theories of Trade and Factor Mobility 5. Government influences on Trade 6. International cooperation and agreements 7. Global foreign exchange and capital markets 8. Determination of exchange rates 9. Strategy of International Business; Country valuation and selection 10. Export and Import Strategies; Direct investment and collaborative strategies 11. Organizing International Business 12. Global Marketing 13. Multinational Finance and Accounting 14. International HR Management</p>	
Design content : None	Computer usage: None
<p>Course Outcomes: [relevant program outcomes in brackets]: By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Relate the economic theories to the economic realities within which international business operates. [2,7] 2. Recognize the importance and nature of the influence of international organizations on international operations. [1,2,8] 3. Work with the controllable and uncontrollable environmental forces that influence the operations of international business practice. [1, 2,7,13] 4. Understand the complex nature of the functions and operations required for international business. [1,2,7,8] 5. Formulate and evaluate international business strategies available to small and large firms to help them compete in the international marketplace. [1,2,7,8] 6. Prepare and present logically organized presentations in a team environment. [9,10,13] 7. Analyze an international business situation, generate strategic alternatives for it, evaluate the strategic alternatives, and make strategic decisions with an emphasis on implementation. 	

[1,2,7,8]

Recommended reading: Wall Street Journal; International Financial Times

Teaching methods: Lectures and cases

Assessment methods:

Attendance: 10 %

Quizzes: 20 %

Final Examination: 40 %

Participation & Team Presentation : 30 %

Student Workload/ECTS (European Credit Transfer System) Tableau:

Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	14	4	56
Lectures	14	3	42
Midterm	3	8	24
Final exam	1	28	28

TOTAL: 150 hours / 25 = 6 ECTS

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