

**School of Business**

**Department of Marketing and International Business**

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| **Course Name:** | **International Business** |
| **Course Code**  **& Section No:** | **INB 372 ; SECTION 5 & 6** |
| **Semester:** | **Spring 2016** |

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| Instructor & Department Information | |
| 1. **Instructor Name:** | **Mr. Faiz Ibne Hossain (Fss)** | |
| 1. **Office Room** | NAC 707 | |
| 1. **Office Hours:** | ST: 9:00am- 1:00pm ; MW: 9:00am – 1:00pm | |
| 1. **Office Phone:** | EXT: 1768 | |
| 1. **Email Address:** | [faiz.hossain@northsouth.edu](mailto:faiz.hossain@northsouth.edu) | |
| 1. **Department:** | Marketing and International Business | |
| 1. **Links:** | North South University Website: <http://www.northsouth.edu>  School of Business Website: <http://www.northsouth.edu/academic/sob/>  **My website:** [**http://faizhossain.weebly.com/**](http://faizhossain.weebly.com/) | |

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| Course & Section Information | |
| **Class Time & Location** | ST 11:20am – 12:50pm (NAC 407)  ST 1:00pm – 2:30pm (NAC 208) | |
| **Course Prerequisite(s)** | MKT 202 | |
| **Course Credit Hours** | 3:0 | |
| **Course Description** | This course analyses management functions of international business operations of multinational firms. Topics include international business environment, organizational policies and strategies of MNCs, industrial relations and control policies. | |
| **Course Objectives** | * Introduce students to international business terminologies and concepts, various economic system and political systems and how they influence each other, trade theories, international business strategies, and entry modes used by MNCs. * Present facts on international organizations like IMF and World Bank and how they work and how their policies affect Bangladesh. * Test students on fundamental knowledge about international business concepts through case studies, debates and written exams. | |

**Student Learning and Outcome:**

At the end of this course, students should be able to:

* Demonstrate an understanding of global cultural knowledge through a) the identification of major components of international business and b) explanation of how cultural and national differences affect the conduct of business.
* Demonstrate working knowledge in the area of marketing, finance and management from a business perspective in an international context.
* Assess factors that determine international trade patterns & capital flows and the impact of international institutions on global business operations.
* Identify the international competitiveness of nations and their attractiveness for international business.
* Exhibit critical thinking skills to ethically address complex real-world international business.

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| Learning Resources And Textbook(s) |

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| **Author** | **Title** | **Edition & Year** | **Publisher** | **ISBN** |
| Charles W.L. Hill | International Business: Competing in the Global Environment | 10th Edition, 2012 | Tata-McGraw Hill |  |

**Other Resources:**

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| **Reference Text:**  International Buinsess: Challenges and Choices by Alan Sitkin and Nick Bowel, 2010, Oxford University Press, New York, USA. ISBN: 978-0-19-953391-6  Lecture Modules and Case modules supplied to the NSU Copy Center.  **Journals and Online Magazines:**  Management Today, Harvard Business Review, The Economist, The Daily Star News. |

**Teaching Methods:**

Extensive lectures will be given on every topic followed by real life examples using US and local MNCs. Summary of the lectures will be available through lecture modules. Students are highly encouraged to take notes carefully. The lectures will be highly interactive. Small cases will be analyzed in group setting using workshop format. Students will be encourages to participate in debates/discussion and share their ideas regarding the case problem.

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| Assessment Strategy and Grading Scheme | |
| **Grading tool** | **Points** |
| Midterm Exam 1 | 20% |
| Midterm Exam 2 | 20% |
| Final Exam | 25% |
| Case Analysis/Debates | 10% |
| Project and Presentation | 20% |
| Class Attendance & Participation | 5% |
| Total Grade Percentage | 100% |

**Course Contents and Plan:**

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| Lecture Series 1 | Intro of the course and discussing the course outline |
| Lecture Series 2 | Globalization and International Organizations |
| Lecture Series 3 | The Debate on Globalization |
| Lecture Series 4 | National Differences in Political Economy |
| Lecture Series 5 | Political Economy and Economic Development |
| Lecture Series 6 | Differences in Culture |
|  | **MID 1** |
| Lecture Series 7 | International Trade Theory |
| Lecture Series 8 | International Trade Theory Cont. |
| Lecture Series 9 | The Political Economy of International Trade |
| Lecture Series 10 | The Political Economy of International Trade Cont. |
| Lecture Series 11 | Regional Economic Integration |
| Lecture Series 12 | Regional Economic Integration Cont. |
|  | **MID 2** |
| Lecture Series 13 | The Strategy of International Business |
| Lecture Series 14 | The Strategy of International Business Cont. |
| Lecture Series 15 | Entry Strategy and Strategic alliances |
| Lecture Series 16 | Entry Strategy and Strategic alliances |
| Lecture Series 17 | Foreign Direct Investment |
| Lecture Series 18 | Foreign Direct Investment |
| Lecture Series 19 | Foreign Exchange Market/ Special Topic/Case Analysis/Debate |
| Lecture Series 20 | Special Topic; International Monetary System/ Case Discussion: Asian Crisis |
| Lecture Series 21 | Presentation/Case Analysis/Debate |
| Lecture Series 22 | Presentation |

**Exam Syllabus:**

Midterm Exam 1 Lecture Series 1 to Lecture Series 6

Midterm Exam 2 Lecture Series 7 to Lecture Series 12

Final Exam Lecture Series 13 to Lecture Series 18/19

**Case Analysis/ Workshop:**

There will be in class assignment. Students will form groups of where they will be assigned a case to dissect, analyze, interpret, and give decision regarding a problem pertaining to the case. Limited time will be given to complete this assignment and they have to produce a decision in written format within that stipulated time. Students will be allowed to discuss the case with their peers and course instructor for further clarification. They need to demonstrate their learning into application in this exercise.

**Seminar:**

There will be a seminar on Ethics in International Business. The seminar will incorporate a lecture on the topic, followed by an audio visual presentation. It will be an open platform for the lecturers and the students to engage in a lively discussion on current world affairs related to business ethics. The students need to follow the seminar carefully in order to write a summary on the discussed topic.

**Debates:**

In different groups students will participate in discussions/debates with their peers on contemporary business issues. Topics will be pre-assigned; hence, students are expected to be well prepared before the group discussions on that assigned topic. Each student in this debate exercise will be graded individually.

**Exam Formalities:**

Students will be notified about the exam date in advance. It could be short and broad questions, conceptual questions, small cases or it can be of multiple choice questions or a combination. Instructor will make those decisions in duly fashion and notify the students. Students are to take the exam in due date. There is no scope of makeup exam except for serious causes like death in the family or contagious diseases where a student is ill for considerable number of days. In that case a special permission will be required from the Program Department signed by the Chair of the Management program verifying the cause of makeup exam.

**Due date Policy:**

Every individual report, term paper, etc. are due on the exact due date that will be announced. Failure to meet deadline will result in loss of significant points. Remember! This is an easy course where you can do well if you just try and one of the pre-conditions is handing out your assignments on time.

**Class Participation/Class Attendance:**

It means the contribution of a student for the class. It involves being respectful toward the lecturer, fellow students, being careful, positive, and bring lively thoughts for the discussion. And most importantly the attendance will count. Failure to show up in class for more than three times will directly violate the codes of NSU policy.

**Grading Scale:**

NSU standard grading scale will be followed.

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| A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| 93 | 90 | 87 | 83 | 80 | 77 | 73 | 70 | 67 | 60 | <60 |

**Classroom Rules of Conduct:**

Be punctual in class.

Cell phones must be switched off or in silent mode. Cell phones will not be allowed during exam.

Laptops are allowed if situation requires.

Show respect to your course instructor and to your peers.

Do not miss deadlines. All your hard works could mean nothing if you are not serious about due dates.

Cheating in any form will result in a “Fail” grade.

**Students with special needs:**

North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.

**Final Comments:**

Please understand that your instructor is here to help you, to be with you, and to walk through the difficult steps as long as you co-operate. Instructor of this course will be available for all of you. Feel free to stop by when something bothers you and we will try our level best to help you out. You can always email us, write us, or make an appointment with us, as and when required.

**The instructor reserves the right to change the above outline at his/her discretion.**