

**Southeast University
School of Business Studies**

COURSE OUTLINE

Program: MBA (Evening)

Course Code: MGT 5189

Course Title: International Business

Semester: Spring 2017

Section: 01/02

Course Teacher:

M. Shahadat Hossain Former Marketing Faculty SUNY Potsdam, NY Managing Director and CEO Astute Horse Business and Marketing Solutions

Method of Evaluation:

Class Attendance	5%
Participation	10%
Report & Presentation	15%
Midterm	30%
Final Examination	<u>40%</u>
Total	100%

Class schedule

Section	Day	Class Time	Room no.
1	Friday	3pm-5pm	TBA
2	Friday	5pm-7pm	TBA

Contact Policy:

E-mail: shahadat1910@gmail.com

Text and References:

1. International Business: Competing in the Global Marketplace - 10th Edition, Charles W. L. Hill (Author)
2. International Business – 13th Edition, John Daniels, Lee Radebaugh, Daniel Sullivan

Course Objectives:

The learning goals of the course can be divided into content and skill goals. By the end of the course a student is expected to achieve the following outcomes.

- ➔ Each student will be able to assess the role of social, cultural, political, legal, and technological environment in aiding or hindering international business.
- ➔ Each student will be able to understand the theoretical relationship underlying international business transactions and the integration of functional activities in international firms.

- ➔ Each student will be able to identify important opportunities and challenges in the international environment and design strategies to deal effectively with them.
- ➔ Each student should be able to lead and implement internationalization.

Tentative Class Schedule:

Week	Topics	Chapter	Remarks
01	Orientation & Introduction; International Business Expansion Theories and MNCs		cia world factbook
02	Globalization	1	Ted Levitt (The Globalization of markets)
03	Globalization and Society	5	
04	International Trade Theories Expanded	6	
05	Political Legal and Cultural Environment	3	
06	Modes of Entry	8	
07			
07	<i>Cross National Cooperation and Agreements</i>		MIDTERM (Mar 3rd)
08	Supply Chain Management	17	
09	International Human Resource Management	20	
10	International Marketing	16	
11	International Marketing (Continued)	16	
12	International Finance	15	Submission of Report (April 7th)
13	Presentation April 14th		

Instructions for the Report:

- Must be typed with 1.5 Line Spacing, Justify Alignment, Times New Roman & Font Size 12.
- Failure to submit the Report on the due date will result 10% deduction for every working day, from the possible score.
- Any kind of irregularities will result 10% deduction from the possible score.
- It's a group project; you will be forming own groups and can have maximum 07 members in a group. Every member should contribute in preparing it before the class at the end of the semester.
- More details and instructions will be provided in class.

Important Notice:

- Any unauthorized class miss out will result losing points.
- No makeup of Exam will be available for the students without the prior Arrangement.
- Any academic dishonesty or cheating in exams will result an “F” grade in the course.
- Class Schedule may change due to unavoidable circumstances.
- For further information, please consult the SEU student code of conduct & guidelines offered by the BBA program office.
- No books, articles, or notes will be allowed to be open during exams unless otherwise permitted.
- Strict adherence to academic integrity is required. No cheating or plagiarism will be tolerated. Talking during exams shall be construed as cheating.
- Students are responsible for all assignments and must participate in class discussions.

Attendance and Participation Calculation:

Attendance	Marks
91% and Above	5
81% - 90%	4
75% - 80%	3
71% - 76%	2
60% - 70%	1

Participation marks will be based on class performance.

Signature of Course Teacher

