## A COURSE MODULE DESCRIPTOR FORM

(Course Book)

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| Module Information | | | |
| **Course Module Title** | **International Business** | | |
| **ناونیشانی مۆدیۆل** | **بازرگانی نێودەوڵەتی** | | |
| **عنوان الوحدة** | **الاعمال الدولية** | | |
| **Course Module Type** | Core | **Module Code** | BA302IB |
| **Credits** | 3 | **Module Level** | **3rd Grade** |
| **Semester of Delivery** | Second Semester | **Dept. Code** | BA |
| **College (Code)** | College of Administration & Economics | | |
| **Module Website (CMW)** | <https://ums.lfu.edu.krd/> | | |
| **Module Leader (ML)** | Ronyaz Hayyas Mahmood | | |
| **e-mail** | [ronyaz.hayyas@lfu.edu.krd](mailto:ronyaz.hayyas@lfu.edu.krd) | | |
| **ML Acad. Title** | Assistant Lecture | **ML Qualification** | Master |
| **ML ORCID** | <https://orcid.org/my-orcid?orcid=0000-0003-2657-5366> | | |
| **ML Google Scholar Acc.** | <https://scholar.google.com/citations?user=Jpcoek4AAAAJ&hl=en> | | |
| **Course Module Tutor** | N/A | | |
| **Module Tutor email** | N/A | | |
| **Date Approved** | 20/12/2022 | **Version Number** | 1.0 |

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| Relation with Other Modules | |
| **Pre-requisites** | **N/A** |
| Module Aims, Learning Outcomes and Indicative Contents | |
| Module Introductory Description | In today's fast-paced, technical business environment, Working in Global Competition mean Success & survival in the blue ocean strategy. Much of our success hinges on how well we can manage the International business. This Model addresses the International business is the basic guidelines that organizations and managers should follow to successfully steer the employees towards a International goal.  Thee concept of International business underpins all the activities described in this Model, and the aim of this Model is to provide a framework for what follows by defining the concepts of Quality Management, describing the various models of International business and discussing its benefits and characteristics. The Model continues with a review of the PRIMARY ELEMENTS of International business and the relationship between International business and Globality, and concludes with a discussion of Direct and Indirect Foreign Investment. |
| Module Aims | The International business objectives in general to introduce the student to the most important concepts, tools and different methods of International business used in the field of Business Administration and how to Practice them. Therefore, the objectives of teaching International business can be summarized as follows:  1- Demonstrate an understanding role of International business  2- Clarify Key Differences Between Domestic and International Business.  3- Familiarity of the Globalization, International Trade.  4- Clarify the Modes of Entry into International Business.  5- Providing the International Business Environment & Comparative Advantage  6-Introduce the student to the Direct and Indirect Foreign Investment. |
| Module  Learning Outcomes | At the end of course, students should:  1.Understand what is International Business?  2.Be familiar with The Differences Between Domestic and International Business.  3.Understand the question Why should companies expand internationally?  4. Discuss the Modes of Entry into International Business.  5. Understand Describe the International Business Environment & Comparative Advantage.  6. Be familiar with the Direct and Indirect Foreign Investment. |
| Learning and Teaching Strategies | |
| **Strategies** | The module will be delivered to the students through the use modern technology, case study, reading material, flipped classroom, video and case analysis. The student-centered approach will be applied. The strategies to be implemented to target students learning outcome. |

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| Module Delivery | |
| **Structured workload (h/w)** | 3 h/w |
| **Unstructured workload (h/w)** |  |
| **Total workload (h/w)** | 3 Hours |

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| Module Assessment | | | | |
| **A** | **Time/Number** | **Weight (Marks)** | **Week Due** | **Relevant Outcome** |
| **Class Participation** |  | 10% |  |  |
| **Activity Group** |  | 5% |  |  |
| **Quiz** |  | 5% |  |  |
| **Midterm** |  | 20% |  |  |
| **Final Exam** |  | 60% |  |  |
| **Total** |  | 100% (100 Marks) |  |  |

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| Learning and Teaching Resources | | |
|  | **Text** | **Available in the Library?** |
| **Required Texts** | 1. Griffin, R., & Pustay, M. (2021). *International Business A Managerial Perspective, Eighth Edition.* pearson Education. 2. Gupta, C. (2020). *International Business.* USA. 3. Katsiloudes, M., & Hadjidakis, S. (2015). *International Business, A Global Perspective.* UK: Elsevier Inc. | Available Online |
| **Recommended Texts** |  | Yes |
| **Websites** | <https://lfu.edu.krd/> | |

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| **Delivery Plan (Syllabus)** | |
| **Week** | **Material Covered** |
| **Week 1** | **Chapter One:- an overview of International Business**   * Concept of International Business * Key Differences Between Domestic and International Business |
| **Week 2** | **Chapter One:- an overview of International Business**   * Types of International Business * Features of International Business |
| **Week 3** | **Chapter One:- an overview of International Business**   * Scope of International Business * Importance of International Business |
| **Week 4** | **Chapter Two:- Globalization, International Trade**   * Feature of Globalization * International Trade business House, concept, structure and function |
| **Week 5** | **Chapter Two:- Globalization, International Trade**   * World Trade Organization (WTO) * multinational companies |
| **Week 6** | **Chapter three:-Modes of Entry into International Business**   * Exporting and Importing: * Contract Manufacturing: * Licensing and Franchising: |
| **Week 7** | **Chapter three:-Modes of Entry into International Business**   * Joint Ventures * Wholly Owned Subsidiaries |
| **Week 8** | Mid term |
| **Week 9** | **Chapter Four:-International Business Environment &** **Comparative Advantage**  International Business Environment   1. Political Environment 2. Economic Environment 3. Technological Environment 4. Cultural Environment |
| **Week 10** | **Chapter Four:-International Business Environment &** **Comparative Advantage**   * Comparative Advantage * Comparative Advantage vs. Competitive Advantage |
| **Week 11** | **Chapter Five:-Balance of Payments and Exchange Rates**   * Balance of Payment * The balance of trade |
| **Week 12** | **Chapter Five:-Balance of Payments and Exchange Rates**   * Foreign exchange rates for currencies |
| **Week 13** | **Chapter Five:-Balance of Payments and Exchange Rates**   * Financial crises & Black Monday |
| **Week 14** | **Chapter Six:- Direct and Indirect Foreign Investment**   * Understanding Foreign Investments * Direct vs. Indirect Foreign Investments * International Monetary Fund (IMF) |
| **Week 15** | **Final Exam** |

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| Course Keywords |
| * International Business, International Business Management, International Trade |

### APPENDIX: (Help and Information)

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| Percentage to Grade Chart | | |
| Marks | Level | ئاست |
| 90 – 100 | Excellent | نایاب |
| 80 - < 90 | Very Good | زۆر باش |
| 70 - < 80 | Good | باش |
| 60 - < 70 | Medium | ناوەند |
| 50 - < 60 | Pass | پەسەند |
| 0 - < 50 | Fail | کەوتوو |