



The University of Jordan

Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	International business
2	Course number	5201404
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	Non
5	Program title	Business management
6	Program code	02
7	Awarding institution	The university of Jordan
8	Faculty	Management and finance
9	Department	Business management
10	Level of course	3
11	Year of study and semester (s)	2 nd semester 2014/2015
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	None
14	Language of Instruction	English
15	Date of production/revision	2 nd semester 2011 / revised yearly

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Adnan Rawashdeh, 36038 , (10:00-11:00am) , 0796860622 , ad.rawashdeh@ju.edu.jo

17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Adnan Rawashdeh, 36038 , (10:00-11:00am) , 0796860622 , ad.rawashdeh@ju.edu.jo

18. Course Description:

This course provides an overview of international business by emphasizing the interdependence of countries and business in today's global environment. The first part of the course is focused on trade, culture, and political economy theories. The second part examines operations and strategies for various parts of an international firm such as entry strategies, export/import, marketing, human resources, product development, and R&D. Students learn practical applications for international business through assimilation of fundamental

concepts and analysis of actual cases.

1. 19. Course aims and outcomes:

2.

A-Aim to ensure that the students

- Understand the different challenges business face when they operate in an international environment;
- Examine the various cultural, political and legal issue that impact international business activity;
- Examine the international institutions and practices that impact international business;
- Understand trade and investment theory, foreign exchange and the determination of foreign exchange rates;
- Appreciate the interaction of business and government as they relate to international commerce;
- Develop insight into the management implication of international business strategy and operations

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to ...

A. Knowledge and Understanding: Student is expected to

A1- To understand why companies engage in international business and why international business growth has accelerated

A2- To understand methods for learning about cultural environments

A3- To discuss the philosophy and practices of the political and legal systems

A4- To understand theories of international trade.

B. Intellectual Analytical and Cognitive Skills: Student is expected to

B1- To apply social science disciplines to understanding the differences between international and domestic business

B2- To analyze the major causes of cultural difference and change

B3- To demonstrate the business uncertainties and business opportunities created by governmental trade policies

C. Subject- Specific Skills: Students is expected to

C1- Being able to identify risks associated with working in an international environment.
C2- Use the external environment analysis tools presented in the book
C3- Use the financial indicators effectively to make business decision for international ventures
D. Transferable Key Skills: Students is expected to
D1- Display an integrated understanding and approach to the requirements of launching international ventures.
D2- Demonstrate seriousness and the assuming of responsibility in relation to preparation of the course material and active participation in class discussions.
D3- Display competence in grasping the various concepts and principles offered by the course as a foundation for better understanding of international business environment nowadays.

20. Topic Outline and Schedule:

3.					
Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Globalization and international business	1	Adnan	1	Assignments & short exams	International business environments and operation, john D. Daniels, Lee H. Radebaugh, Danie P.Sullivan (2013), 13ed .
External factors of business environment	2-4	Adnan	2	Assignments & short exams	International business environments and operation, john D. Daniels, Lee H. Radebaugh, Danie P.Sullivan (2013), 13ed .
International trade and factors –mobility-theory& Governmental influence on trade& Environments	5-8	Adnan	3	Assignments & short exams	International business environments and operation, john D. Daniels, Lee H. Radebaugh, Danie P.Sullivan (2013), 13ed .

operations& Strategy of international business& Organization of international business	9-12	Adnan	4	Assignments & short exams	International business environments and operation, john D. Daniels, Lee H. Radebaugh, Daniel P.Sullivan (2013), 13ed .
Organizational structure & Marketing globally	13-16	Adnan	5	Assignments & short exams	International business environments and operation, john D. Daniels, Lee H. Radebaugh, Daniel P.Sullivan (2013), 13ed .
4.					
5.					

21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

Lectures,
which cover
the duration of
16 weeks,
equivalent to
48 teaching
hours during
the semester in
total.

Students' active participation in purposeful class discussion.

- The availability of a supportive web site, which provides rich examples, cases, as well as exercises and questions, which add to the learning experience.

- Individual questions regarding course contents/subjects.

22. Evaluation Methods and Course Requirements:

Evaluation	Point %	Date
Mid-term Exam	30%	Will be assigned by the professor during the semester in class
Short Exam	10%	Will be assigned by the professor during the semester in class
Participation and other activities (Case Study)	10%	Will be assigned by the professor during the semester in class
Final Exam	50%	Will be assigned by the professor during the semester in class

23. Course Policies:

A- Attendance policies: according to Jordanian university rules

B- Absences from exams and handing in assignments on time: according to Jordanian university rules

- C- Health and safety procedures: according to Jordanian university rules
- D- Honesty policy regarding cheating, plagiarism, misbehavior: according to Jordanian university rules
- E- Grading policy: according to Jordanian university rules
- F- Available university services that support achievement in the course: computer lap , internet

24. Required equipment:

The course needs :

- 1- specific computer lap for faculty
- 2- periodical visits to corporations

25. References:

Required book (s), international business environments and operation, John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan (2013), 13ed .

A- Recommended books, materials, and media:

international business : the challenge of globalization, John J. Wild, Kenneth L. Wild , Jerry C.Y. Han (2009), 5th ed

26. Additional information:

Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: -----Signature: -----

Copy to:

Head of Department

Assistant Dean for Quality Assurance

Course File