

Course form to fill in (2022-2023)

Course title:

International Business Management

Staff responsible for the course:

Lecturers:

First Name + Name

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1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

At the end of the course, the student should be able to:

1. Demonstrate knowledge of the complex, dynamic environment of the global market, including the societal, cultural, economic, financial and political aspects, and their inter-connections.
2. Identify the implications of the effects of these external factors on the performance of the multinational firm.
3. Explain how multinational operations influence the processes of management, finance and marketing, and how these functions may be managed to benefit the multinational organization.
4. Communicate the sources of ethical dilemmas and the causes of unethical behavior by managers, compare and contrast the different philosophical approaches to ethics, and explain how managers can incorporate ethical considerations into their decision-making.
5. Analyze decision-making contexts and explain preferred courses of action.

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

Junior or senior standing, or principles of microeconomics and macroeconomics, to include firm-level economic principles, including concepts of elasticity of demand, marginal cost and revenue, and profit maximizing decision principles for the former, and demand and supply, monetary and fiscal policies, and international trade for the former.

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

Survey of the theoretical and institutional complexities of international business operations. Topics include exporting, importing, foreign investment, multinational corporations, and the international payment system.

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- Magistral Course		
- Interactive Course	32	
- Tutorials		
- Coaching		
- PBL Course		
<u>Training from a distance</u>		
- Video-conferences		
- Webinars		
<u>Self-learning</u>		
- Books 'readings	10	
- E-learning	20	
- Research		
<u>Outdoors-training</u>		
- In firms		
- Internship		
<u>Personal work</u>		
- Group Projects	5	
- Individual Projects		
- Personal work		
Total working time for the student	67	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- x Case Study
- x E-Learning and/or Self-learning
- x Interactive courses
- Presentations
- Projects
- Research
- x Seminars
- Tutorials
- x Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

Assessment is two cases, conducted in teams of three students (25% each for a total of 50%), a comprehensive final exam, each worth 40%, and class attendance and participation comprise 10%.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation			10
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam	2	1	40
<u>Others</u>	Case study	10	2	50
	Group Project			
	Individual Project			
	Written assignment			
	Exercises			
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

ill, C.W.L. 2022. *Global Business Today* (12th Ed.), New York: McGraw-Hill. Combo: 1loose leaf and Connect access card, ISBN 9781265098216. Connect Access Card: ISBN 9781264209606.

Class books :

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL