



جامعة دبي
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION
MBA Course Syllabus
Semester:

Course code & No.: MIBM 700
 Course Title: Managing International Business
 Prerequisites: 6 Core Courses
 Faculty Member:
 Contact Details: Email:; Phone:
 Class Hours: Time: Days: Room:
 Office Hours: Time: Days: Room:

Brief Course Description: (As in UD Catalog)

The course introduces graduate level business students to the numerous challenges associated with managing multinational corporations (MNCs). Components of the course include: MNCs motivations and mentalities; environmental challenges associated with the increasingly global nature of the world economy; strategic and competitive challenges; strategic collaboration and alliances between MNCs; organizational challenges for MNCs.

This course contributes to the following MBA IBM program concentration objectives (MBA IBM PCO): At the end of this program, students should be able to:

MBA IBM PCO	*Objectives	Linked to MBA PO
1	Apply marketing techniques on various business processes in the UAE and in international firms.	4,5
2	Analyze marketing strategies to meet the needs of firms operating in the UAE and internationally.	4,5
3	Use knowledge and skills developed to add value to the firms in the UAE/MENA region.	4,5

Course Objective (CO): Upon completion of this course, students should be able to:

1. Analyze the environment to conduct international business.
2. Evaluate issues related to strategic Management of these firms.

Course Learning Outcomes (CLO):

Upon completion of this course, students should be able to demonstrate the following outcomes (With linkage to CO):

1. **Develop** an understanding of the interrelationships between/among businesses that have significant operations crossing international borders.
2. **Evaluate** the significance of multinational business strategies and theories.
3. **Integrate** functional business strategies with the international /multinational business process.
4. **Analyze** the strengths / weaknesses of a corporate entity relative to international/multinational business operations
5. **Examine** the changes business environments of corporations and **evaluate** how international/multinational business will accelerate these changes.

Blooms Taxonomy

(The following levels of Bloom's taxonomy have been used while developing the above CLO)

Bloom's level	3.Application (AP)	4. Analysis (AN)	5. Synthesis (S)	6.Evaluation (E)
CLO #	1	4	5	2,3

CLO Mapping: This table maps CLO's to: CO

CLO	Linked to CO
1	1
2	1
3	2
4	2
5	2

CLO Assessment Scheme

CLO	Class Work (marks)		Final Exam (marks) 30%
	Case Assignment 35%	Group Project 35%	
1	5		6
2	10		6
3	10		6
4		10	6
5		15	6
Presentation	10	10	
Total	35	35	30

Team Project:

Purpose: Assess the global Comprehensive environment of an industry (or industry segment) using market analysis principles & techniques

Each individual in the team will choose a firm from a different country to study in-depth. The members analyze their international strategy, industry context, performance to date , and provide re-recommendation for the future.

The team project involves:

- a. Country analysis
- b. Industry analysis
- c. Analysis of the firms international strategy
- d. Application of class concepts at the country industry & firm level
- e. Analysis of firm-specific information to assess firm
- f. Strategies including organizational, market & operational data, thorough analysis and recommend for a future course of action for each firm.

Individual Project:

Each student analyzes the grading assigned and write 500 words summary on the practical content that is applicable to UAE/GCC environment.

Each MBA course is assessed by a combination of class work (assignments/ quizzes, group work, simulations), and an examination. Class work constitutes 70% of the course grade and one examination at the end constitutes 30% of the course grade. Each course grade is distributed as under:

% Marks	Grade	Quality Points
➤ 95	A	4.0
90-94	A-	3.7
87-89	B+	3.5
83-86	B	3.0
80-82	B-	2.7
Below 80	F (Fail)	0

Case Assignment

The instructor will assign a set of 7 cases from different sources with adaptation to the local environment of UAE. Two of these cases (published by the Harvard Business Review) will be used in class. The other five-cases will be used as part of the individual and group assignments. At least one group assignment will require class presentation. Each individual case will deal with a management problem that is designed to reflect the characteristics of the local environment (UAE/GCC). Each case will require data analysis, interpretation, and recommendations to management. Each student is expected to spend about 105 hour's out-of-class time on readings, cases, and problem solving as follows:

Out-of-Class Time

Assignments and Cases	Approximate Out-of-Class Time
Case # 1 (individual assignment)	5hours
Case # 2 (Individual assignment)	5 hours
Case # 3 (individual assignment)	5 hours
Case # 4 (Group assignment)	10 hours
Case # 5 (Group assignments)	15 hours
Problem Solving	24 hours
Preparation for Presentation	10 hours
Readings (textbook, journal articles and supplemental readings)	36 hours

Teaching Methods: Teaching methods used in this course are Interactive learning, lectures, Case studies.

Use of Modern Instructional Technology

Power point, Internet, Audiovisual, Online Databases, and Moodle Learning System

Day Week	Topic	Content	CLO	Assignment / Reading
1	National differences in political economy	<ul style="list-style-type: none"> • Political systems • Economic systems • Legal systems • The determinants of economic developments • States in transition • The nature of economic transformation <p>Case: India's transformation</p>	1	Chapter 2 R1, R2
2	Ethics in international business	<ul style="list-style-type: none"> • Ethical issues in international business • Ethical dilemmas • The roots of unethical behavior • Philosophical approaches to ethics <p>Case: Wal-Mart's Chinese suppliers</p>	2	Chapters 4 R3
3	Foreign direct investment	<ul style="list-style-type: none"> • Foreign direct investment in the world economy • Theories of foreign direct investment • Political ideology and foreign direct investment • Benefits and costs of FDI • Government policy instruments and FDI • Focus on managerial implications <p>Case: Lakshmi Mittal and the Growth of Mittal Steel</p>	3	Chapters 7 R5
4	Regional economic integration	<ul style="list-style-type: none"> • Levels of economic integration • The case for regional integration • The case against regional integration • Regional economic integration in the Europe • Regional economic integration in the Americas • Regional economic integration elsewhere <p>Case: The European Energy Market</p>	3	Chapter 8 R6
5	The foreign exchange market	<ul style="list-style-type: none"> • The functions of the foreign exchange market • The nature of the foreign exchange rate determination • Economic theories of exchange rate determination • Exchange rate forecasting • Currency convertibility <p>Case: Hyundai and Kia face a strong won</p>	3	Chapter 9 R7
6	The international monetary system	<ul style="list-style-type: none"> • The gold standard • The Bretton Woods System • The collapse of the fixed exchange rate system • The floating exchange rate regime • Fixed versus floating exchange rates • Crisis management in the IMF <p>Case: China's managed float</p>	4	Chapter 10 R8
7	Global production, outsourcing and	<ul style="list-style-type: none"> • Where to produce • The strategic role of foreign factories 	4	Chapter 14 R9

	logistics	<ul style="list-style-type: none"> Outsourcing production: Make-or-buy decisions Case: Li & Fung		
8	Global human resources management	<ul style="list-style-type: none"> The role of international HRM Staffing policy Training and management development Performance appraisal Compensation International labor relations Case: XCO China	5	Chapter 16 R4
9		Individual Presentation		
10		Team Presentation		
11	Final Examination (Comprehensive)			

Educational Resources

Educational Resource	Description
Text Book Required	Global Business Today, Charles Hill, 6 th edition, November 30, 2008 McGraw Hill, ISBN-13: 978-0071285506
Required Reading:	<p>R1: Americas' Looming Creativity Crisis, <u>Harvard Business Review</u>, by Florida Richard, 204</p> <p>R2: The Competitive Advantage of Nations, by Porter Michael, 1990, <u>Harvard Business Review</u></p> <p>R3: Har Germany finally fixed its High-Tech problem? By Lehrer M., <u>California Management Review</u>, 42, 2001, pp 89-106</p> <p>R4: Productivity Spillovers from technology transfer to Indian Manufacturing Firms by Kathuria Vinish, <u>Journal of International Development</u>, 12, 2000</p> <p>R5: Strategies that fit emerging markets, <u>Harvard Business Review</u>, by Khanna T and Palepu K, 2005</p> <p>R6: Why is property rights protection lacking in China? By Li Shaomin, 2004. <u>California Management Review</u>, 46 (3) 2004</p> <p>R7: Coping with Corruption in foreign markets by Doh, Jonathen et al. <u>Academy of Management Executives</u>, 17(3), 2003</p> <p>R8: Lincoln's Electrics, Harsh Lessons from International Expansion, by Hastings Donald, <u>Harvard Business Review</u>, 1999</p> <p>R9: The relationship between control and partner. Learning in Learning related Joint Ventures by Makhija M & Ganesh U, <u>Organization Science</u>, 1997, pp 508-525.</p>