**IB-MG490-International Business**

**(MG490)**

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| Resource Person: | Dr. Mohammad Ali Haider Chauhan **(Ali CHAUHAN)** |
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| Contact Hours: | 45 |
| Office Address: | Management Department, HSM,  Main Building, UMT Main Campus |
| Programme: | BBA |
| Section: | A |
| Semester: | SPRING - 2024 |
| Course Pre-requisites: |  |
| Credit Hours: | 3 |
| Course Type: | In Person |
| Course URL (if any): |  |

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| **Course Description:** |
| This course has been designed to understand why & how International Business changes happen, how Business is affected by globalization and what options can different countries develop and what needs to be done to make global business thrive. The participants will hopefully find some models, tools and techniques which bridge the gap between the purely academic and the more pragmatic aspects of management theory and practice. The intention is to help them to make sense of all international business changes that they might/will undergo, initiate, and implement in the practical environment after graduation. |

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| **Course Teaching Methodology:** |
| Teaching methodology for the course is designed to augment participants’ learning through (a) reading & discussion, (b) observation and (c) experimentation. Besides readings, lectures and discussions, in-class personal assessment exercises will be conducted.   1. Lectures and discussions 2. Case discussion and presentation 3. Videos 4. Global Business Plan (GBP) |

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| **Program Educational Objectives (POs):** | |
| PO1: | To develop effective Teamwork and Leadership Skills |
| PO2: | To inculcate Critical Thinking and effective Decision-Making skills |
| PO3: | To develop Effective Communication Skills |
| PO4: | To polish Core Business Knowledge and Competence |
| PO5: | To expose and inculcate Ethical Behavior and Social Responsibility |
| PO6: | To provide real-life work experiences. |
| PO7: | To provide global perspectives. |

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| **Program Learning Outcomes (PLOs):**  **After completing this degree program, students shall be able to:** | | **Mapping the PLOs with POs** |
| PLO1 | Work effectively in teams and understand group processes, leadership, conflict, power, and culture in organization. | PO1, PO5, PO6 |
| PLO2 | Use analytical and reflective thinking techniques. | PO2, PO4, PO6 |
| PLO3 | Apply appropriate quantitative and qualitative techniques in solving business problems. | PO2, PO3, PO4, PO5, PO6 |
| PLO4 | Draft effective business documents and prepare and deliver effective oral business presentations using the variety of appropriate technologies. | PO1, PO3, PO6 |
| PLO5 | Demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum. | PO4, PO5, PO6, PO7 |
| PLO6 | Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders. | PO5, PO6 |
| PLO7 | Understand the dynamics of industry and understand business as an integrated system and apply strategic planning tools. | PO2, PO3, PO6 |
| PLO8 | Identify and analyze relevant global factors that influence decision making in an international business setting. | PO6, PO7 |

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| **Course Learning Outcomes (CLOs):**  **After completing this course, students shall be able to:** | | |
|  | | **Mapping the CLOs with PLOs** |
| CLO-1 | Speak, write, and interact clearly, concisely, and convincingly. Design and deliver audience- and purposeful presentations | PLO1, PLO3, PLO8 |
| CLO-2 | Understand the concepts of business and develop a strategy for launching a global business | PLO2, PLO1 |
| CLO-3 | Understand the socio-economic environment of the region and globe, which affects the GBP | PLO3, PLO7, PLO6 |
| CLO-4 | Develop people skills that contribute to effective and satisfying personal, social, and professional relationships. | PLO4, PLO1 |
| CLO-5 | Understand the dynamics of the business environment in Pakistan in relation to the world and be ready to challenge the status quo and be a solution provider. | PLO5, PLO7, |

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| **Assurance of Learning and Assessment Items:**  *Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs* | |
| **Assessment Item** | **Application/ Objectives**  **PLO / CLO** |
| Scenarios | Affects the Understanding of the course material along with the application of the concepts.  PLO/CLO – 1/3/5,7 |
| Projects | Allows students to get a comprehensive exposure of the overall business environment.  PLO/CLO – 1-2/6-3, 2-5 |
| Presentations | Polishes the Presentation Skills of students and their communication skills.  PLO/CLO – 1-4/7,8/4-5 |
| Class Activities | Quick assessments are provided to students which allows them to improve their learning skills and application skills.  PLO/CLO – 1-8/4-5 |

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| **Assessment Structure and Grading Policy\*:** | | |
| **Assessment Item** | **Weight (%)** | **Execution Plan** |
| Class Activity | 20 | Weekly/biweekly |
| Quiz | 10 | Shall be conducted as concepts are covered |
| Assignments | 10 | Biweekly |
| Mid-term exam | 15 | One-time assessment |
| Project | 20 | Ongoing throughout the semester |
| Final | 25 | One-time assessment |
| **Total** | **100** |  |
| **Notes – Norms and Important Class Policies:**  *(Such as submission guidelines, academic honesty, make-up policy, code of conduct)*   * Be On Time   You need to be in class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.   * Mobile Policy   **TURN OFF YOUR MOBILE PHONE!** It is unprofessional to be texting or otherwise.   * Email Policy   **READ YOUR EMAILS!** You are responsible if you miss a deadline because you did not read your email. Participants should check their university emails accounts regularly and respond accordingly.   * Class Attendance Policy   A minimum of 75% attendance is required for a participant to be eligible for the final examination. Being sick and going to weddings are absences and will not be counted as present. You can use six absences out of thirty classes. Participants with less than 80% of attendance in a course will be given grade ‘F’ (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise, they could reach a short attendance.   * Moodle   UMT –LMS (Moodle) is an Open-Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using Moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to [moodle@umt.edu.pk](mailto:moodle@umt.edu.pk)   * Harassment Policy   Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.   * Use of Unfair Means/Honesty Policy   Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.   * Plagiarism Policy All students are required to attach a “Turnitin” report on every assignment, big or small. Any student who attempts to bypass “Turnitin” will receive “F” grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat Turnitin, he/she will receive a second “F” that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook. * Withdraw Policy   Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student. A Student withdrawing after the 12th week shall be automatically awarded “F” grade which shall count in the GPA.   * Communication of Results   The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course. | | |

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| **Weekly Sessions Plan:** | | | |
| **Week** | **Topics / Contents** | **Activity** | **Application/Objectives**  **PLO / CO / CLO** |
| 1 | * Introduction of the course and getting to know one another | * Introductions * Ice-breaking * Discussions | PLO1, CO1, CLO1, Most the Topics are addressing all the PLO/CLO, |
| 2 | International Business:  An Overview  Globalization (chapter 1)  International Trade-Global marketing and production | * Lecture * Activities * Discussions | Conceptualize what is international trade, business, and global marketing.  Determining the key drivers of globalization  Analyzing the changing demographics of the global economy.  Discussing the pros and cons of globalization.  PLO, CLO - 1-2-3-4-5 |
| 3 | National Differences in Political,  Economic, and Legal Systems  Chapter 2  Give the Global business Plan project | Activities  Discussions  Assignment | Comprehend the various political, economic, and legal systems of the world.  Compare the spread of democracy, new world order, and market-based systems. Synthesize the implications and  Appraise the ethical dilemmas of above.  PLO, CLO - 1-2,3,1-3 |
| 4 | Cultural Differences Chapter 4 | Activities  Discussions  Quiz  Scenario | Construct cultural synthesis and its impact.  Evaluate the impact of religious and ethical systems being practiced around the world.  Associate and link effects of language, communications with corporate cultures practiced globally.  PLO, CLO - 1-2,3,4 |
| 5 | *Analysis* | * Discussions * Case Studies   Assignment | * Addressing major Issues of the cases * Analyzing strategic options available * Selection of strategy * PLO, CLO - 1-2,1,2 |
| 6 | International Trade Theory  Chapter 6 | * Discussions   Quiz | Review the trade theory. Understand the basics mechanisms of mercantilism. Compare the impact of absolute advantage and comparative advantage. Learn the Product life cycle theory. Identifying national competitive advantage using the Porter’s diamond model framework  PLO, CLO - 1-4,2-3,2-4 |
| 7 | *The Political Economy of International Trade.*  *Review for mid term* | Case Studies  Discussion  Assignment | Ascertain various instruments of trade policy emphasizing tariffs, subsidies, and protectionism & import quotas.  Contemplate the impact of local content laws & antidumping policies. Analyze trade barriers & their impact.  PLO, CLO - 1-4,2-3,2 |
| 8 | MID TERM |  |  |
| 9 | *Review of GBP-mid term* | Discussion and presentations  Assignment | * Presentation skills * Communication * Concept clarity   PLO, CLO - 1-2,1-3,1-2 |
| 10 | The Strategy of International Business  Role of several types of multinationals & their strategies | Discussion  Activity  Quiz | Construct the relationship between strategy and the firm. Develop techniques to adapt to the pressures of cost reductions and local responsiveness. Extract various strategic choices from International, multi-domestic, global, and transnational strategy.  PLO, CLO - 1-2,1-3,1-2 |
| 11 | Exporting, Importing and Counter trade Strategies  Creating tactical plans & value addition models | Discussion and Cases | Be able to comprehend the dynamics of export strategy. Analyze various financing modes for import and export. Development of competitive & Non-competitive business models.  PLO, CLO - 5,3,4 |
| 12 | Entry Strategies and Strategic Alliances  Region, country, and market selection | Discussion and Activities  Quiz | Review the basic entry decisions in terms of markets, timing, and scale of entry.  Analyze, compare, and select different entry modes considering the core-competencies and pressures to reduce costs.  PLO, CLO – 1-5,1-3,1-5 |
| 13 | Case – Lucent Technologies | Activities and Presentations  Quiz  Assignment | Discussion in class and assignment along with class activity  PLO, CLO – 1-5,1-3,1-5 |
| 14 | Presentations for Project | Presentation |  |
| 15 | Presentations for Project | Presentation | PLO, CLO – 1-5,1-3,1-5 |
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| 17 | Final Term Examination |  |  |

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| **Primary Textbook (s):** |
| **International Business: Competing in the Global Marketplace**  ***[Eighth (12th) Edition], Charles W.L. Hill****; Boston, MA: McGraw-Hill Irwin* |

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| **Reference / Supplementary Reading (s):** |
| ***GBP – model and framework***  **Articles and Handouts shall be provided to the class continuously for further reading and clarity.** |
| **Useful Online / Web Resources:** |
| * Visit your Moodle and the website for the textbook |