



Faculty of Management and Finance

Bachelor of Business Administration Honours in Business Management Degree Programme

Course Unit Information Sheet

Course Code		MGT 31223			
Course Name		International Business Management			
Semester		3000 Level Semester I			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		45 Hours	-	105 Hours	
Course Description					
In today’s interconnected world, businesses are increasingly operating across national borders. This course unit is designed to provide students with a comprehensive overview of the principles and practices of international business management. The students will gain an understanding of the global business environment, the challenges and opportunities of operating in international markets, and the strategies and techniques for managing multinational corporations.					
Intended Learning Outcomes				PLO Alignment	
Upon completion of this course unit, the students will be able to,					
1. Explain the key concepts and theories of international business management.				1	
2. Demonstrate critical thinking, problem-solving, and communication skills in an international context.				3,5,18	
3. Discuss international trade theories and practices effectively.				1,9,20	
4. Analyze the global business environment, including economic, political, and cultural factors.				10,19,23	
5. Assess international business management operations effectively.				18,20	
6. Evaluate international business opportunities.				14,18,20	
7. Develop strategies for entering and operating in foreign markets.				10,20	
Course Content				Hours	ILOs
1. The nature and scope of the international business				3	1
2. Domestic/local marketing				6	1
3. Cultural environment				3	2
4. The international economic environment				3	2
5. Competition, privatization, and deregulation				3	2
6. The international political and legal environment				3	2
7. The multinational corporations				3	2
8. International trade theories				3	2,3
9. Organization of international business				3	4
10. Market entry and international marketing				6	5,6

11. Strategies for international business	6	6,7
12. Planning and control of international operations	3	5,6,7
Teaching Methods		
Lectures, Tutorials, Discussions, and Presentations		
Assessment Methods		
In-course Assessments 30 %	Final Examination 70 %	Total 100%
Recommended Reading		
1. Bennet, R. <i>International Business</i> , Pitmen. /The latest edition		