Course Name: International Business and Trade

Course Code: MGT400
Credit Hours: 03
Course Week: 16-18
Total Hours: 48-54
Semester: 4th

Week 1:
The Growth of International Business and Trade
- Origins of the modern theory of the firm
- The concept of Internationalization
- Organization theory
- The growth of the firm
- Applications to International Business
- World Business a brief review

Week 2:
The Multinational Enterprise
- The nature of multinational Enterprise
- Characteristics of MNE
- Sales and profits
- Strategic Management of MNE

Week 3:
The Scope of Multinational Enterprise
- The multinational enterprise system
- Transfer of Capital
- Transfer of Technology
- Transfer of entrepreneurial skills
- The contribution of MNE to the world economy

Week 4:
Host country policies and the MNE
- Foreign Investments
- Economics benefits
- National Income Effects
- The Balance of payments effects
- The Challenge for the national sovereignty

Week 5:
The Environment of International Business
- International politics systems
- Changing political systems
- Political Ideologies and Economics
- Economic integration and strategic

Week 6:
International Culture
- Elements of culture
- Religion
- Language
- Education
- Customs and manners

Week 7:
International Trade
- International Trade theory / concept
- International product life cycle theory
- Trade policy

Week 8:
Non-tariff barriers to trade
- Quotas
- Customs valuation
- Subsidies
- Export Restrictions
- Free Trade zone

Week 9:
International Finance
- Balance of payments
- International Monetary systems
- Foreign Exchange
- Determination of Exchange rats

Week 10 & 11:
International Business Strategies
- Organizing Strategy
- Preparing Organizational structure
- The International Dimension structure
- Analysis of structural variables
- Organizational Process

Week 12:
Production Strategy
- Research
- Development
- Innovation
- New Product / service development

Week 13:
Generation of goods and services
- Manufacturing of goods
- inventory control
- Development strong service orientation transportation
- Packaging

Week 14:
Marketing Strategy
- International Market Assessment
- Financial and Marketing conditions
- Screening and selection
- Promotion, Pricing, Place

Week 15:
Human Resource Management Strategy
• International Screening criteria and selection procedure
• Training and development
• Compensation
• Labor Relations

Week 16:
International Finance Management Strategy
• Managing Global cash flows
• Role of IMF and World Bank
• Foreign Exchange Risk Management
• Inflation
• Capital Budgeting
• Establishing overseas operations

Text Books:
1. International Business A strategic Management Approach By M. Rugman

Reference Books:
1. The Growth of International Business by Mark Casson
2. Internal Marketing by Staneley J. Paliwoda.