

Sub.	Course Description – توصيف مقرر دراسي	الموضوع	 كلية المعرفة ALMAAREFA COLLEGE
Date		التاريخ	

Course Code & No	BUSN 402	دار 402	رقم المقرر ورمزه
Course Name	International business	إدارة الأعمال الدولية	اسم المقرر
Credit Hours	3 (3 + 0 + 0)	(0 + 0 + 3) 3	عدد الساعات المعتمدة
Pre-requisite	BUSN 302 + BUSN 312	302 دار، 312 دار	المتطلب السابق

General Description	توصيف عام
<p>This course aims at introducing the students with:</p> <p>The foundations of international business; globalization; international business environments; international trade and investment patterns; role of national policies and cultures; international markets in goods; and, international services and finance. World Trade Organization (WTO) impact on Saudi economy is briefly examined.</p>	

Course Objectives	أهداف المقرر
<ul style="list-style-type: none"> • Describe the importance of international business. • Recognize the effect of country policies on international trade. • Recognize the global trade and investment environment. • Describe the global monetary system. • Define the strategy and structure of international business. • Describe the impacts of Saudi Arabia joining the WTO. • Explain international business operations. • Explain the significance of value, competitive advantage and focus to global companies. • Develop a strategy for a company to enter a new country • Demonstrate student ability to blend in a project environment and to work as part of a team. • Illustrate the studied topics in real world organization to investigate and solve problem • Demonstrate communication skills such as: writing, reading, presenting, negotiating and debating. 	

Course Outlines	مفردات المقرر
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<ul style="list-style-type: none"> • Globalization.\ National differences in political economy. • Differences in culture.\ International trade theory . • The political economy of international trade.\ Foreign direct investment. • The political economy of foreign direct investment.\ Regional economic integration. • The foreign exchange market.\ The international monetary system. • The global capital market.\The strategy of international business. • The organization of international business. • Entry strategy and strategic alliances. • Exporting, importing, and counter trade. • Global manufacturing and materials management. • Global marketing and R&D. • Global human resource management. • Accounting in the international business. • Financial management in the international business. • Saudi Arabia and the World Trade Organization WTO. 	
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References	المراجع
Hill, C., International Business; Competing In The Global Marketplace, 2014, 10th edition, McGraw Hill. Nickels, W. McHugh, J., and McHugh, S., Understanding Business, 10th Edition, 2012, McGraw Hill. Gitman, L. and McDaniel, C., The Best of the Future of Business, South-western.	