



Course Specifications

Course Title:	International Business Administration
Course Code:	MKT305
Program:	Bachelor of Science of Business Administration in Marketing [BSBA]
Department:	Department of Marketing
College:	College of Business Administration, Al Kharj
Institution:	 PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION DEPARTMENT OF MARKETING (P.O. BOX 173, AL-KHARJ 11942,

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A. Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	7th Level (Sem.) / II Year
4. Pre-requisites for this course (if any): MKT201	
5. Co-requisites for this course (if any): NONE	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	35	80
2	Blended	7	20
3	E-learning		
4	Distance learning		
5	Other		
	Total	42	100

7. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1	Lecture	35
2	Laboratory/Studio	
3	Tutorial	
4	Others (assignments, library, project work)	7
	Total	42

B. Course Objectives and Learning Outcomes

1. Course Description:

This course 'International Business' elucidates the concept of international trade and its pattern. It emphasizes the importance of regional integration along with the significance of cross-culture behavior in international business activities. The course interprets the factors, the driving forces, and the barriers in the global business environment. It also explicates the theories of international trade and the prominence of government intervention in foreign direct investments. The course enunciates the structure and functional strategies of an international business organization.

2. Course Main Objective:

The course 'International Business' illuminates the students' career interest in business organizations operated internationally. Students should be able to learn business operations across nations with appropriate reasoning. It enables evaluation of an international orientation of the business studies by inculcating concepts of international trade, globalization, foreign direct investments, and foreign exchange with an essential focus on the marketing, human resource, and financial operations conducted in a different nation. Students may take initiative to start their own business in the field of the export or foreign exchange or work as an executive or an analyst.

3. Course Learning Outcomes

CLOs		Aligned-PLOs
1	Knowledge and Understanding	
1.1	Explain the concept and importance of international trade. Describes the patterns of trade and inter-dependency of the nations.	
1.2	Outlines the global business environment factors such as cultural, political, and economic which influence the global business activities	
1.3	Narrates the theories of international trade and investments specifically the comparative advantage theory and Keynes's theory of IRR	
1.4	Describes the purposes of the international capital market, foreign exchange market, and IFIs	
1.5	Learn about the international organizational structure and the functional departments	
2	Skills :	
2.1	Differentiates between the levels of regional integration of the nations with a special focus on GCC	
2.2	Contrast the legal & political and social & cultural environmental issues in	

CLOs		Aligned-PLOs
	any particular nation or region	
2.3	Interpret the implications of foreign direct investments and government intervening policies	
2.4	Evaluate the functioning of the international capital market and the policies of the World Bank and the IMF	
2.5	Distinguish between the various modes of entry and major concerns of the functional areas of the MNCs	
3	Values:	
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in the marketing communication system with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.	
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained on the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.	
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling, and attempt to develop intellectual satisfaction of customers.	

C. Course Content

No	List of Topics	Contact Hours
1	International Business and Regional Economic Integration: An Overview of International Trade- Factors affecting International Trade-Benefits of International Trade-Dangers of Trade Dependency-Regional Economic Integration-Levels of Regional Integration- Benefits and Drawbacks of Regional Integration- Integration in Middle East (GCC)	9

2	<p>Global Business Environment: The Internal Environment -Cross Cultural Business-National Culture and Subcultures-Components of Cultures-Manners and Customs-Social Structure - Religion - Economic and Political Environment- Economic Systems (Centrally Planned Economy, Mixed Economy, Market Economy)-Political Systems (Democracies, Theocracy, Socialism and Communism)-Political Risk-Legal Systems- External Environment – Globalization - Impact of Globalization on Markets and Production-Forces Driving Globalization-Falling Barriers to Trade and Investment, Technological Innovation, Impact of Globalization on Jobs &Wages, and on Labor & Environmental Regulations</p>	8
3	<p>International Trade and Investment: Significance of Trade Theories in International Business-Theories of International Trade-Mercantilism, Adam Smith’s Absolute Advantage Theory, Ricardo’s Comparative Advantage Theory, Heckscher – Ohlin’s Factor Proportions Theory and Michael Porter’s National Competitive Advantage Theory-. Foreign Direct Investment-Patterns of Foreign Direct Investment-Ups and Downs of Foreign Direct Investment (Impact of Globalization and Mergers& Acquisitions)-Worldwide Flows of FDI- Explanations for Foreign Direct Investment-Government Intervention in Foreign Direct Investment -Government Policy Instruments and FDI</p>	9
4	<p>International Financial System: International Capital Market-Purposes of National and International Capital Market-Forces Expanding the International Capital Market -World Financial Centers -Main Components of the International Capital Market (International Bond Market, International Equity Market, and Euro-currency Market)-Foreign Exchange Market-Functions of the Foreign Exchange Market- Foreign Exchange Market Today-Institutions of the Foreign Exchange Market-Currency Convertibility-Goals and Policies for Restricting Currencies - International Financial Institutions (The World Bank and International Monetary Fund)</p>	9
5	<p>International Business Management: Selecting and Managing Entry Modes- Exporting, Importing, and Countertrade-Contractual Entry Modes-Investment Entry Modes-Strategic Factors in Selecting an Entry Mode Developing and Marketing Products: Globalization and Marketing - Developing Product Strategies-Creating Promotional Strategies-Designing Distributional Strategies- Developing Pricing Strategies. Managing International Operations: Production Strategy - Acquiring Physical Resources - Key Production Concerns-Financing Business Operations</p>	7
Total		45

D. Teaching and Assessment

1. Alignment, of Course, Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain the concept and importance of international trade. Describes the patterns of trade and inter-dependency of the nations.	Lectures with examples, conceptual framework, textbook references, research article references, internet references, PPTs, and handouts	Quizzes, mid-terms, and final examinations of the coursework covered
1.2	Outlines the global business environment factors such as cultural, political, and economic which influence the global business activities		
1.3	Narrates the theories of international trade and investments specifically the comparative advantage theory and Keynes's theory of IRR		
1.4	Describes the purposes of the international capital market, foreign exchange market, and IFIs		
1.5	Learn about the international organizational structure and the functional departments		
2.0	Skills		
2.1	Differentiates between the levels of regional integration of the nations with a special focus on GCC	Mini Project Preparation, Relevant Case Studies, Individual or Group Presentations, diagrams & pictures of Saudi company websites engaged in the services sector, industry reports, comparative studies, etc.	Evaluation of mini project with individual or group presentation skills, assessment of the application of theoretical framework through written assignments skills, observing interpretation abilities of data, etc. However, it is in the range of
2.2	Contrast the legal & political and social & cultural environmental issues in any particular nation or region		
2.3	Interpret the implications of foreign direct investments and government intervening policies		
2.4	Evaluate the functioning of the international capital market and the policies of the World Bank and the IMF		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.5	Distinguish between the various modes of entry and major concerns of the functional areas of the MNCs		assessment of coursework
3.0	Values		
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in the marketing communication system with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.		
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained in the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.	Group Discussion, Debate, Devising plans, Data Analysis & interpretation etc.	Examining mini-projects, evaluating classroom activities, assessing students' discussion, logical abilities & speaking capabilities, etc.
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling, and attempt to develop intellectual satisfaction of customers.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes (best of two)	3 th , & 8 th	10%
2	Mid Terms (two)	5 th	30%
3	Class Participation (presentation & discussion of mini-projects, case study & assignments, etc.)	Submission before the 10 th week	10%
4	Final Examination	After completion of the 10 th Week	50%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for the availability of faculty and teaching staff for individual student consultations and academic advice :

Office Hours: 6 hours per week

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	John J. Wild & Kenneth L. Wild, 8th edition, Global Edition, Pearson ISBN 13-978-0-273-78697-9
Essential References Materials	Websites of Regional Economic Integrations
Electronic Materials	<ul style="list-style-type: none"> • http://faculty.psau.edu.sa (black-board) • Journal of International Business Studies (http://www.jibs.net/) • www.economistacademic.com • www.wstjstudent.com
Other Learning Materials	Supplementary Readings, Relevant videos, and Websites of MNCs of the KSA

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration)	Lecture room with a capacity of at least 30 seats/group and 4-groups required

Item	Resources
rooms/labs, etc.)	
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board with Internet Facility as well as one PC for each student, depending on the class-size
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	N/A

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
<i>Effectiveness of Teaching:</i> At the end of each academic semester, students' feedback is taken. A survey form entitled, Course Evaluation Survey (CES) provided by NCAAA is administered by the Quality & Development Unit regularly using the Survey. The results are communicated to the faculty members.	Students	Feedback through Survey
<i>Evaluation of Teaching by the Program/Department Instructor:</i> A senior faculty from the college/department nominated by DC visits the class and observes at least 2-3 classes during the entire semester. Peer observer provides his feedback on a template provided by the Deanship of Development & Quality viz. class observation form for developing the teaching-learning process. And At the end of each semester, the course instructor	Program Instructor and Peers	Observation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
self-reflects on his experiences during the semester and prepares the course report, which is discussed at the DC/CC for further improvement.	Self	Self-Reporting (to be discussed in DC)

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	