



Kuwait University
College of Business Administration
Management and Marketing Department



Course Syllabus

Dr. Abdullatif Alrashdan
MGMT 460 – International Business
Spring 2021-2022

Lecture Time and Location:

MGMT 460 / 01A:	Sun, Tue, Thu	01:00 PM – 01:50 PM	Room 1001-C1
MGMT 460 / 02AX:	Sun, Tue, Thu	11:00 AM – 11:50 AM	Room 1010-CG

Contact Information:

Email : abdullatif.alrashdan@ku.edu.kw (This is also my *MS Teams* Account ID)

Office Hours : Thursdays 03:00 PM – 03:50 PM or by *email* appointment

Course Website : www.aalrashdan.com/ib

Course Description:

Business today is by all measures “global”. No business or industry of any size is immune from the global environment. Even small businesses that purchase and sell only in their home countries are subject to competition from products coming into their home countries from overseas or from global issues when their suppliers or consumers become global. Therefore, even employees of such companies are affected by the global environment. Understanding the global economy, therefore, is necessary for all engaged in business and careers regardless of the size or type of business or career endeavor.

The course will explore the objectives and strategies of international business. Topics to be covered include the global business environment, international trade and investment, international financial markets, and the competitive strategies of international businesses. The emphasis of the course, however, will be on international strategy and the multinational corporation. The course will consider the application of international strategies in different business contexts, covering a diverse set of companies, industries and countries. The course is concerned not just with analysis but also with decisions. You will be asked to take the role of a senior executive in the companies that we are discussing, or an adviser to that executive. As such, this course will help you integrate your knowledge of the functional areas of business into a holistic view of the firm in an international context. MKT 460 seeks to provide you with the skills, knowledge and sensitivity required to successfully manage organizations and organizational units within the global environment. It explores the unique competitive, political and social environments in which international business takes place.

Course Learning Outcomes:

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus. The numbers in parenthesis indicate to which each learning goal the outcome relates.



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Upon successful completion of this course, students will be able to:

1. Explain how the economic, political/legal, and financial environments affect international business operations. (LG2)
2. Discuss international trade theory and how government and business decisions influence international trade.
3. Apply the international business theories, tools, and frameworks to make strategic international decisions such as market entry modes and international market location choice. (LG2, LG5)
4. Understand entrepreneurial challenges in developing countries and analyze foreign countries to identify business opportunities (LG5).
5. Act ethically, diplomatically, and with emotional sensitivity in international business environments. (LG1)
6. Identifying the way in which firms can be exposed to exchange rate risk and compare and contrast the options to hedge against this risk. (LG2)
7. Communicate students' analyses of global case studies in written and oral formats. (LG4)

My Expectations of You

The focus of the course will be applying concepts and ideas to real-world examples, primarily through our case discussions. I intend to keep lecturing to a bare minimum. For the class to work well, and for you to benefit from it, preparation for each class meeting is essential: All students are expected to arrive at class having read the assigned chapter and case, and prepared to offer and defend their recommendations. Since our class discussion forms the focus of the course, it is important that I get to know who you are as soon as possible. Please display your name card and try to sit in the same seat every session.

An important feature of MGMT 460 is that it is an integrative class—I shall be expecting you to draw on the knowledge you have gained from your previous classes, and from your general knowledge of business affairs. But MGMT 460 is not just about reading and analysis, it is also about ideas. Successful entrepreneurs are innovators—they seek to identify and exploit new opportunities for profit. In making recommendations I shall be expecting you to generate novel, interesting, and commercially attractive ideas.

Required Material:

Textbook : Global Business Today by Charles Hill and Tomas Hult. Tenth edition (2017). McGraw-Hill. ISBN#: 978-1259686696

Additional Material : Required reading materials will be provided through the course website.

Grading:

The scores in this course will be the weighted average of the following items:

Weight	Description
20%	Class Participation (Collective learning, quizzes, class discussion, and class attendance)
20%	Exam 1
20%	Exam 2
40%	Final Exam
100%	TOTAL



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Grade Distribution:

PERCENT	GRADE
95.00 – 100.00 %	A
90.00 – 94.99 %	A-
87.00 – 89.99 %	B+
83.00 – 86.99 %	B
80.00 – 82.99 %	B-
77.00 – 79.99 %	C+
73.00 – 76.99 %	C
70.00 – 72.99 %	C-
65.00 – 69.99 %	D+
60.00 – 64.99 %	D
≤ 59.99 %	F

Course Requirements and Policies:

“Eighty percent of success is showing up.” –Woody Allen

Collective learning and class attendance will be determined based on roll calls conducted in class. In case method pedagogy, class attendance is critical to individual and collective learning. **My expectation is that every student arrives on time and attends every class.** Absenteeism and lateness to class count heavily against the participation grade since it adversely impacts the learning experience of the section as a whole. Anyone who cannot attend class should email me in advance if at all possible. **You are allowed ONLY ONE free absence for case discussion or guest speaker classes. If the case discussion spans two class sessions, missing both sessions counts as if you missed two case classes. If you miss more than TWO case discussion or guest speaker classes, you will receive ZERO points for participation.**

Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

<http://is.cba.edu.kw/aawp/wp-content/uploads/2018/01/Student-Handbook.pdf>

Class discussion: Class discussion will be assessed on the basis of your contributions to class discussion and listening. Of course, the underlying condition for class participation is attendance. I expect you to attend all sessions. Prior to class, you should thoroughly read and prepare the case for that day, including answering the study questions. Please ensure that you have used the frameworks, tools, and ideas from the readings in your analysis as appropriate. In grading class participation, I look at both the quantity and quality of contribution. With regards to quality, some of the criteria I shall apply include:

- Are the points made relevant to the discussion?
- Do they go beyond a mere recitation of case facts, and are implications clearly drawn?
- Is there evidence of analysis rather than expressions of opinions?
- Are the comments linked to those of others?



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- Did the contribution further the class' understanding of the issues?
- Is the participant a good listener?
- Do comments raise interesting questions?
- In discussion, do the comments fit in the class context?
- Does the analysis make use of models and techniques from the readings or lectures?
- Are comments made in a respectful, professional, and constructive manner?

Students should not expect to receive full points for participation. Simply being present does not warrant full credit, nor does frequent participation that does not advance the learning of the class. I will use "cold calling" occasionally so you need to be prepared for each class. Cell phones must be turned off or set to the "silent" mode during classes. Laptops may not be used during case discussion segments and activities.

Exams: We will have THREE examinations, two midterms and a final exam, which will cover the course material to that point in the course, including lectures, discussions, and readings. Details about exam contents, time, and location will be discussed in the class. **Missed examinations may not be made up without prior permissions, no exceptions.**

Quizzes: There will be unannounced quizzes (i.e. pop-quizzes) at the beginning of classes in which we discuss case studies. The quiz will cover the main ideas of the case to ensure that each student has read the case study carefully and ready for class discussion. Further details will be discussed in class.

***Note:** The instructor reserves the right to change assignments and cases as necessary to facilitate an improved learning experience.*

Course Website

MGMT 460 uses a course website to facilitate the administration of the course. You will be responsible for checking the course site regularly for class work and announcements. Please become familiar with the website (<http://www.aalrashdan.com/IB>). I recommend creating a shortcut (link or favorite) in your browser that will take you to the course login page. At the course website, you can

- Check for announcements,
- Download slides and files related to MGMT 460, and
- Review the grades and monitor your progress.

Cheating and Plagiarism: Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

<http://is.cba.edu.kw/aawp/wp-content/uploads/2018/01/Student-Handbook.pdf>

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes "unauthorized assistance" please email me before the deliverable is submitted.



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Writing Style: Students must refer to MLA writing style for their assignments and report writing. Refer to the English Language Center for help.

Office Hours

Office hours are Thursdays 03:00 PM – 03:50 PM. If you have a time conflict, please contact me to schedule an appointment for another time. You may contact me any time via email. It is best not to contact me via telephone, as I often work in areas other than my office. In general, this syllabus is your first source of information on questions pertaining to the class. I will not answer a question the answer for which is in the syllabus. When sending me an email, always include the class number and your first and last name in the email title. For example, “460 Fulan Alfulani”.

Case Analysis Workshop

Analyzing business case studies can be challenging, especially if you have no prior experience working with cases. Sometime early on the semester, I will hold a case analysis workshop to help you prepare your case and prepare for the in-class case discussions. The date, time, and venue for the workshop will be announced in class during the first week of the semester.

Course Outline:

Part 1: Introduction to International Business

- Globalization
- Managing Political Risks, Law, and Ethics
- Doing Business in Developing Countries

Part 2: International Trade

- Theories of International Trade
- Theory of Comparative Advantage
- Porter’s National Diamond Framework
- Exchange Rates and Balance of Payments

Part 3: Multinational Corporations and International Strategy

- International Expansion Strategies
- Foreign Direct Investment
- Market Entry Strategies
- Organizing International Operations

Important Dates

Date	Event
April 14 th , 2022	Last day to drop classes
June 2 nd , 2022	Last day of classes
June 11, 2022 - 08:00 AM to 10:00 AM	Final Exam (Comprehensive) for section 01A
June 08, 2022 - 08:00 AM to 10:00 AM	Final Exam (Comprehensive) for section 02AX