Kuwait University
College of Business Administration
Management and Marketing Department
Course Syllabus

Dr. Ali Alghareeb

Course Information

International Business Management
Course Number: MGT 460/11A
Term: Spring 2026
Credits: 3
Course Dates: February 1, 2026 – May 7, 2026

Course Times: Sun, Tue, Thu 11:00-11:50am
Course Location: BUA-S 00-CG-1010
Office Hours: Sun 1:00-2:00pm or by appointment
Email: ali.alghareeb@ku.edu.kw

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.

This is a comprehensive course for business students to help them to learn actual management functions required for effective cross – cultural management at both an organizational and an interpersonal level. Topics in this course include: the global business environment, culture and environment of international business, global production and marketing, competitiveness, international trade and investment, international financial markets, international human resources, multinational corporations, and competitive strategies of international businesses for foreign market entry. The emphasis of the course 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. MGT 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 Objectives (CLOs):

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.
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.
2. **Discuss** international trade theory and how government and business decisions influence international trade.
3. **Apply** international business theories, tools, and frameworks to make strategic international decisions such as market entry modes and international market location choice.
4. **Understand** entrepreneurial challenges in developing countries and analyze foreign countries to identify business opportunities.
5. **Act** ethically, diplomatically, and with emotional sensitivity in international business environments.

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.
7. **Communicate** students' analyses of global case studies in written and oral formats.

CLO Mapping to CBA Skill-Based Competency Goals

CLO	Competency Goal			
	Analytical (LG1)	Communication (LG2)	Information Technology (LG3)	Business Ethics (LG4)
1	A			
2	A			
3	A			
4	A			
5				A
6	A			
7		A		

Type of Emphases:

- **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
- **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
- **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

My Expectations of You

The focus of the course will be to apply concepts and ideas to real-world examples, primarily through our case discussions. 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 MGT 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 MGT 460 is not just about reading and analyzing, 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.

Tips for Success:

- **Bring a pen and notebook/laptop*:** Taking notes during class helps you remember course material and gives you a place to capture ideas during discussions or case studies that may not appear on slides.
- **Participation:** Discussions and group work are a critical part of the course. You can learn as much, if not more, from the ideas and perspectives of your peers as from your instructor. Participation can also help you articulate your ideas and develop critical thinking skills.

- **Manage your time:** Give yourself plenty of time to complete assignments including extra time to handle any technology related problems.
- **Login regularly:** Log in to Microsoft Teams to view announcements regarding course material or submission due dates.
- **Do not fall behind:** Each new topic builds on the previous. It is very difficult to catch up if you wait until the last minute to complete your assignments or skip classes.
- **Ask for help if needed:** If you need help with Microsoft Teams or other technology, contact the IT Department. If you are struggling with a course concept, reach out to your peers, TA, and/or professor for support.
- **Be open to feedback:** Use feedback from your instructor and peers to refine your ideas and improve your performance.

Required Material:

International Business: The Challenges of Globalization, Eighth Edition, John J. Wild & Kenneth L. Wild, Pearson Education, 2016. ISBN: 978-1292095042

Grading Structure:

The final grade for this course will be based on your combined performance in the following items:

Weight	Description
10%	Class Participation (Collective learning, class discussion and class attendance)
25%	Exam 1
25%	Exam 2
40%	Final Exam
100%	TOTAL

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:

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.

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.
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:
https://www.ku.edu.kw/sites/default/files/2024-12/StudentsGuide23-24.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 the points 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?
- Did the contribution further the class's understanding of the issues?
- Is the participant a good listener?
- Do comments raise interesting questions?
- In discussion, do the comments fit in with 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 "silent" mode during classes. Cell phone disruption is considered a serious breach of respect to the other students in the class. Text messaging, exchanging video or picture images, or browsing the internet during class is considered a serious breach of integrity and professionalism. Please see me before class if you have an emergency situation which requires you to have your cell phone turned on during class. **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.

Students are allowed to review their assessments (i.e., assignments, quizzes, exams) within **one week** from the day the grades are posted to ensure transparency and provide an opportunity for students to understand and improve their performance.

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

Microsoft Teams
MGT 460 uses Microsoft Teams to facilitate the administration of the course. You will be responsible for checking the course team on Microsoft Teams regularly for class work and announcements. On Microsoft Teams, you can:

- Check for announcements.
- Download slides and files related to MGT 460.

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:

https://www.ku.edu.kw/sites/default/files/2024-12/StudentsGuide23-24.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.

Use of GenAI: In accordance with Kuwait University Policy on the use of Generative Artificial Intelligence (GenAI) issued on November 2024 (https://www.ku.edu.kw/sites/default/files/2024-12/AI%20Policy%202024%20November%20-%20English.pdf), students should adhere to instructions from faculty about GenAI. If not given explicit permission from faculty, use of GenAI will be equated to receiving assistance from an outside source and thus considered cheating/plagiarism. Ask your instructor on the course GenAI policy if you are unsure. Faculty may require students to provide the GenAI tool used, prompts provided to the AI, as well as which parts of the assignment that were generated/assisted by GenAI.

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 Sundays from 1:00 to 2:00pm. If you have a time conflict, please contact me to schedule an appointment for another time. You may contact me anytime via email. 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/section number and your first and last name in the email subject. For example, "460/11A - Ali Alghareeb".

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
- Exchange Rates and Balance of Payments
- Porter's National Diamond Framework

Part 3: Multinational Corporations and International Strategy

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

Important Dates:

Date	Event
May 7th, 2026	Last day of classes
May 13th, 2026 9:00 – 11:00am	Final Exam for Section 11A

Appendix:

CBA Undergraduate Program Competency Goals:

LG1. <u>Analytical Competency:</u> A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

Student Learning Objectives:

1.1. Use appropriate analytical techniques to solve a given business problem.
1.2. Critically evaluate multiple solutions to a business problem.
1.3. Make well-supported business decisions.

LG2. <u>Communication Competency:</u> A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

Student Learning Objectives:

2.1. Deliver clear, concise, and audience-centered presentations.
2.2. Write clear, concise, and audience-centered business documents.

LG3. <u>Information Technology Competency:</u> A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

Student Learning Objectives:

3.1. Use data-processing tools to analyze or solve business problems.

LG4. <u>Ethical Competency:</u> A CBA graduate will be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

Student Learning Objectives:

4.1. Identify the ethical dimensions of a business decision.
4.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
4.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.