International Business Management
Code: ADMN-415

**Course Name:** International Business Management

**Course Type:** Core

**Pre-Requisite:** Global Outsourcing ADMN 412

**Course Level:**

<table>
<thead>
<tr>
<th>Year 1:</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Summer Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 2:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
</tr>
<tr>
<td>Year 3:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
</tr>
<tr>
<td>Year 4:</td>
<td>Semester 1</td>
<td>Semester 2</td>
<td>Summer Semester</td>
</tr>
</tbody>
</table>

**Course Description:**
With the rapid expansion in global world trade, there will be continuous demand for professionals who have the knowledge to manage and bring results for the company which is already present in the sector or plans to foray into it. This course has been developed after investigating the whole gambit of International Business.

**Objectives:**
1. To help the students understand the complexities of international business operations.
2. To train the students to identify and explore new and existing business opportunities in the field of international business.

**Learning Outcomes:**
The students are expected to develop a better understanding of International Business Management on the completion of this course.

**Skills to be developed throughout the Course:**
Students will develop their analytical and oral communication skills via case study work carried out in seminar sessions. Information technology and written communication skills will be developed when completing the written assignment which will also test student’s creative skills and their abilities to present theoretical information in practical situations. Students are encouraged to make use of IT facilities particularly web sites to support research and reading.
Learning Resources:

1. Text Books

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ricky Griffin, Mike Pustay</td>
<td>International Business</td>
<td>Prentice Hall</td>
<td>2008</td>
</tr>
</tbody>
</table>

2. e-Library Reserves

- http://www.emeraldinsight.com/insight

3. Internet

- **Ebsco Business Source Premier**: A database containing several hundred key business and management journals with full text articles updated daily.
- **Courseware**: Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor’s methodological text. Such documentation will typically be posted regularly.
  - www.decalibrary.org
  - www.ipl.org
  - www.emc.com

4. Journals

- Global Trade Review
- European Management Journal
- European Journal of Innovation Management
- Journal of World Business
- International Development Abstracts

**Delivery and Teaching Strategy**: (Lecture, Online, Physical, blended, self directed through CD, web based courses and DVD)

**Methods of Instruction**: It would be based on Lecture, demonstration and assignment review. Questions are encouraged and participation is expected.
Assessment Strategy:

a. First Mid Term Exam: 20 Marks to be held on……..Day,……..Month, 20..
b. Second Mid Term Exam: 20 Marks to be held on……Day,…….Month, 20..
c. Attendance, Participation & Assignment: 10 Marks
d. Final Exam: 50 Marks
e. Total: 100 Marks

Syllabus Change Policy: This syllabus is a guide for the course and is subject to change with advanced notice.

Course Contents:

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIT 4. International Human Resources Management:</td>
<td>Introduction to IHRM, Strategic International HRM theory— global versus local and internationalization strategies, Global employee relations theory</td>
</tr>
</tbody>
</table>