



Diploma in Management (890) – International Business Management

Prerequisites: Basic business knowledge.	Corequisites: Completion of Certificate in Business Studies or equivalence.
<p>Aim: The course focus on the essence and methodological principles of international management, strategy of international economic activity in the world and organisation and management of international economic activity at the enterprise level. Management of international economic activity in the conditions of crisis situations. Strategies of penetrating the foreign markets. Management of international trade agreements of the enterprise. Price policy of companies joining the foreign markets. Candidates will focus mainly on international business strategies and the process, difficulties, and opportunities of management across borders through Mergers and Acquisitions (M&A). Other topics include socio-cultural, legal and political environment; international monetary and financial systems; international trade; foreign direct and portfolio investments; and the management of international marketing, financial, production and personnel functions.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The course requires a combination of lectures, demonstrations and discussions.	
<p>Intended Learning Outcomes:</p> <p>1 Discuss the meaning of international business</p> <p>2 Analyse global marketplaces and business centers. Evaluate the impact of the political and economic characteristics of the world’s various marketplaces on business</p> <p>3 Assess the world’s legal, technological, and political forces</p>	<p>Assessment Criteria:</p> <p>1.1 Explain the importance of understanding international business</p> <p>1.2 Identify and describe the basic forms of international business activities</p> <p>1.3 Discuss the causes of globalisation</p> <p>1.4 Comprehend the growing role of emerging markets in the global economy</p> <p>2.1 Discuss North America as a major marketplace and business center in the world economy</p> <p>2.2 Describe. Western Europe as a major marketplace and business center in the world economy</p> <p>2.3 Discuss the problems facing the economies of the former communist countries of Eastern and Central Europe</p> <p>2.4 Discuss Asia as a major marketplace and business center in the world economy</p> <p>2.5 Assess the development challenges facing African, Middle Eastern, and South American countries</p> <p>3.1 Describe the major types of legal systems confronting international businesses</p> <p>3.2 Explain how domestic laws affect the ability of firms to conduct international business</p> <p>3.3 Describe the way firms can resolve international business disputes</p> <p>3.4 Describe the impact of the host country’s technological environment on international business</p> <p>3.5 Explain how firms can protect themselves from political risk</p> <p>4.1 Discuss the primary characteristics of culture</p> <p>4.2 Describe the various elements of culture and</p>




<p>4 Analyse the role of culture</p>	<p>provide examples of how they influence international business</p> <p>4.3 Identify the means by which different cultures communicate with each other</p> <p>4.4 Discuss how religious and other values affect the domestic environments in which international businesses operate</p> <p>4.5 Explain Hofstede's primary findings about differences in cultural values</p> <p>4.6 Explain how cultural conflicts may arise</p>
<p>5 Discuss ethics and social responsibility in international business</p>	<p>5.1 Describe the nature of ethics</p> <p>5.2 Discuss ethics in cross-cultural and international contexts</p> <p>5.3 Identify the key elements in managing ethical behavior across borders</p> <p>5.4 Discuss social responsibility in cross-cultural and international contexts</p> <p>5.5 Identify the basic areas of social responsibility</p> <p>5.6 Discuss how organisations manage social responsibility across borders</p> <p>5.7 Identify the key regulations governing international ethics and social responsibility</p>
<p>6 Analyse international trade and investment. Understand the motivation for international trade</p>	<p>6.1 Be able to use the modern firm-based theories of international trade to describe global strategies adopted by businesses</p> <p>6.2 Describe and categorise the different forms of international investment</p> <p>6.3 Explain the reasons for foreign direct investment</p> <p>6.4 Describe how supply, demand, and political factors influence foreign direct investment</p>
<p>7 Understand the international monetary system and the balance of payments</p>	<p>7.1 Discuss the role of the international monetary system in promoting international trade and investment</p> <p>7.2 Explain the evolution and functioning of the gold standard</p> <p>7.3 Illustrate the role of the World Bank Group and the International Monetary Fund established at Bretton Woods</p> <p>7.4 Explain the evolution of the flexible exchange rate system</p> <p>7.5 Describe the function and structure of the balance of payments accounting system</p> <p>7.6 Differentiate among the various definitions of a balance of payments surplus and deficit</p>
<p>8 Understand foreign exchange and international financial markets</p>	<p>8.1 Describe how demand and supply determine the price of foreign exchange</p> <p>8.2 Discuss the role of international banks in the foreign-exchange market</p> <p>8.3 Assess the different ways firms can use the spot and forward markets to settle international transactions</p> <p>8.4 Describe the role of arbitrage in the foreign-exchange market</p> <p>8.5 Discuss the important aspects of the international capital market</p> <p>9.1 Be able to present the major arguments in favor of and against governmental intervention in international trade</p>

<p>9 Describe the formulation of national trade policies</p>	<p>9.2 Identify the advantages and disadvantages of adopting an industrial policy</p> <p>9.3 Analyse the role of domestic politics in formulating a country's international trade policies</p> <p>9.4 Describe the major tools countries use to restrict trade</p> <p>9.5 Specify the techniques countries use to promote international trade</p> <p>9.6 Explain how countries protect themselves against unfair trade practices</p>
<p>10 Discuss the international cooperation among nations</p>	<p>10.1 Explain the importance of the GATT and the WTO to international business</p> <p>10.2 Contrast the different forms of economic integration among cooperating countries</p> <p>10.3 Analyse the opportunities for international businesses created by completion of the EUs' internal market</p> <p>10.4 Describe the other major trading blocs in today's world economy</p>
<p>11 Describe international strategic management</p>	<p>11.1 Characterise the challenges of international strategic management</p> <p>11.2 Be able to assess the basic strategic alternatives available to firms</p> <p>11.3 Distinguish and analyse the components of international strategy</p> <p>11.4 Describe the international strategic management process</p> <p>11.5 Identify and characterise the levels of international strategies</p>
<p>12 Describe strategies for analyzing and entering foreign markets</p>	<p>12.1 Discuss how firms analyse foreign markets</p> <p>12.2 Outline the process by which firms choose their mode of entry into a foreign market</p> <p>12.3 Describe forms of exporting and the types of intermediaries available to assist firms in exporting their goods</p> <p>12.4 Identify the basic issues in international licensing and discuss the advantages and disadvantages of licensing</p> <p>12.5 Identify the basic issues in international franchising and discuss the advantages and disadvantages of franchising</p> <p>12.6 Analyse contract manufacturing, management contracts, and turnkey projects as specialized entry modes for international business</p>
<p>13 Describe international strategic alliances</p>	<p>13.1 Compare joint ventures and other forms of strategic alliances</p> <p>13.2 Characterise the benefits of strategic alliances</p> <p>13.3 Describe the scope of strategic alliances</p> <p>13.4 Discuss the forms of management used for strategic alliances</p> <p>13.5 Identify the limitations of strategic alliances</p> <p>14.1 Define and discuss the nature of international organisation design and identify and describe the initial impacts of international business activity on organisation design</p> <p>14.2 Identify and describe advanced forms of international organisation design and discuss</p>

<p>14 Describe international organisation design and control</p>	<p>hybrid global designs</p> <p>14.3 Identify and describe related issues in global organisation design</p> <p>14.4 Explain the general purpose of control and the levels of control in international business</p> <p>14.5 Describe how international firms manage the control function</p> <p>15.1 Identify and discuss the basic perspectives on individual differences in different cultures</p> <p>15.2 Evaluate basic views of employee motivation in international business</p> <p>15.3 Identify basic views of managerial leadership in international business</p> <p>15.4 Discuss the nature of managerial decision making in international business</p> <p>15.5 Describe group dynamics and discuss how teams are managed across cultures</p>
<p>15 Describe leadership and employee behavior in international business</p>	<p>16.1 Characterise the nature of marketing management in international business</p> <p>16.2 Discuss the basic kinds of product policies and decisions made in international business</p> <p>16.3 Identify pricing issues and evaluate pricing decisions in international business</p> <p>16.4 Identify promotion issues and evaluate promotion decisions in international business</p> <p>16.5 Discuss the basic kinds of distribution issues and decisions in international business</p>
<p>16 Define international marketing</p>	<p>17.1 Describe the nature of international operations management</p> <p>17.2 Analyse the supply chain management and vertical integration decisions facing international production managers</p> <p>17.3 Analyse the meaning of productivity and discuss how international firms work to improve it</p> <p>17.4 Explain how firms control quality and discuss total quality management in international business</p> <p>17.5 Analyse how international firms control the information their managers need to make effective decisions</p>
<p>17 Define international operations management</p>	<p>18.1 Analyse the advantages and disadvantages of the major forms of payment in international trade</p> <p>18.2 Identify the primary types of foreign-exchange risk faced by international businesses</p> <p>18.3 Describe the techniques used by firms to manage their working capital</p> <p>18.4 Evaluate the various capital budgeting techniques used for international investments</p> <p>18.5 Discuss the primary sources of investment capital available to international businesses</p> <p>19.1 Discuss the various factors that influence the accounting systems countries adopt</p> <p>19.2 Describe the impact these national accounting differences have on international firms</p> <p>19.3 Describe the accounting procedures used by firms engaged in international business</p> <p>19.4 Identify the major international taxation issues affecting international businesses</p>

<p>18 Define international financial management</p>	<p>19.5 Discuss the taxation of foreign income by the government</p> <p>19.6 Assess the techniques available to resolve tax conflicts among countries</p> <p>20.1 Describe the nature of human resource management in international business</p> <p>20.2 Detail how firms recruit and select managers for international assignments</p> <p>20.3 Explain how international businesses train and develop expatriate managers</p> <p>20.4 Describe labor relations in international business</p> <p>20.5 Discuss how international firms conduct performance appraisals and determine compensation for their expatriate managers</p>
<p>19 Analyse international accounting and taxation</p>	<p>20.6 Analyse retention and turnover issues in international business</p> <p>20.7 Explain basic human resource issues involving nonmanagerial employees</p>
<p>20 Explore international human resource management and labour relations</p>	

Recommended Learning Resources: International Business Management

<p>Text Books</p>	<ul style="list-style-type: none"> • International Management: Cross-cultural Dimensions by Richard Mead. ISBN-10: 0631231773. • International Management: Managing Across Borders and Cultures by Helen Deresky. ISBN-10: 0131968580 • International Management by Richard Mead , Tim. G Andrews . ISBN-10: 1405173998
<p>Study Manuals</p> 	<p>BCE produced study packs</p>
<p>CD ROM</p> 	<p>Power-point slides</p>
<p>Software</p> 	<p>None</p>