



جامعة آل البيت

**Al al-BAYT UNIVERSITY**

**Faculty of Finance and Business Administration - Business Department**

**Academic Year: 15/16; First Semester**

**Program: Master in Business Administration**

**Course Title: Advanced International Business**

**Course Number: 0502751**

**Time & Place of Class: Saturday (8-11)**

**Instructor: Dr. Ali Z Al-Quran**

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**Introduction**

International Business Management course deals with a range of activities and events exercised by the various business organizations, between States in general through the channels of import and export and manage the affairs managers specialize in the field of international business environment.

The new millennium has witnessed developments economic, political and technological pace. In light of these developments see the various communities increasingly on private and public organizations, and for-profit and non-profit. And has indicated that growth rates and increasing significantly in a number of organizations, and in the sizes and types, and their financial and material resources, drawing on the wisdom of businessmen and their roles in the development of their organizations, and giving guidance to departments in the form and method to achieve the desired goals across the borders of countries where they operate.

The Governments of the States felt that it stands at a crossroads; the first is the role and responsibilities towards the community and care for their interests and protecting the rights practices of business organizations that are reflected on the economics of the community in one way or another.

The second, who is the pursuit of these countries towards the promotion of business organizations and help them to develop and diversify their products and services required in accordance with specifications, standards, criteria and fit, is consistent with the level of ambition and expectations of the community concerned.

The course material covers the management of international business area and wide range of activities and events, such as production, import and export, advertising, storage, transport and investment quality of domestic and foreign.

And do not forget the international banking activity, which plays a key role in facilitating and stimulating economic transactions of all kinds. The course aims to discuss issues related to the work of international trade with an indication of how these work check to some States and Governments feature-based strategy to the efforts of multinational companies in expanding the international market.

**1. Course Description:**

This course examines the concept of international business in general and in the methods and approaches adopted by business organizations in this area in particular. The course also exposed to evidence of economic, political, cultural, and their implications for business and evidence of the economy to international organizations, as well as discuss the directives of State and Government to support and encourage and support the kinds of industries, with a view to employment policies that protect domestic industries. Well as seeking to explain the course and views of administrative, economic and political related risks to international trade and business.

## **2. Course General Objectives:**

As well as the importance and necessity of the content of international business management course in developing the capacity to think Post-er objective and scientific analysis and creative development of the situation to him, the course aims to develop knowledge of a development co-advanced and specialized in the management of international business. Not to mention the activation of the marketing, production and transfers of capital, all in order to develop awareness of the holistic and comprehensive knowledge in the area of interactive business in general, in the international action specifically. This course is confirmed by the importance and necessity of its contents and its impact on the lives and roles as a case of business organizations, community and self-organizers, to the larger goals through organizations with networks of sprawling.

## **3. Course Specific Objectives:**

This course is designed to achieve the following objectives as well as contributing to the achievement of public goals.

- 1- The participant recognizes the significance of the concept of international business.
- 2- Be aware of the Platform for Co-content of international business.
- 3- Be aware of the basic properties of the Co-aware of contemporary international business.
- 4- To keep the participant on the pros and cons of foreign investment.
- 5- To understand the concept of co-multinational organizations and their effects on host countries.
- 6- To be able to co-analysis of the basic forms of international business events.
- 7- To be able to diagnose the requirements of the export and import licensing.
- 8- To be able to co-analysis of the main obstacles to trade, such as incentives and customs restrictions against the export and import processes.
- 9- To be able to accommodate programs of the Government concerned on the production-oriented and foreign transfers.
- 10- To be aware of co-types of government policies to support local industries.
- 11- To be able to accommodate the types and characteristics of political risks and their impact on the overall activity and the activities of international business.

## **4. Course Outline:**

The course contain of fifteen units, divide as following:

### **1<sup>st</sup> Week: Background for International Business**

Required reading

(1) PP: 2 - 26

Additional reading

(2) PP: 1 - 26

### **2<sup>nd</sup> Week: The Cultural Environments Facing Business**

Required reading

(1) PP: 44 - 78

Additional reading

(2) PP: 44 -78

### **3<sup>rd</sup> Week: The Political & Legal Environments**

Required reading

(1) PP: 86 - 111

Additional reading

(2) PP: 84 - 110

### **4<sup>th</sup> Week: The Economic Environment**

Required reading

(1) PP: 118 - 152

Additional reading

(2) PP: 114 - 151

**5<sup>th</sup> Week: Globalization & Society**

Required reading

(1) PP: 160 - 192

**6<sup>th</sup> Week: International Trade & Factor Mobility Theory**

Required reading

(1) PP: 200 - 231

Additional reading

(2) PP: 156 - 189

**7<sup>th</sup> Week: Governmental Influence on Trade**

Required reading

(1) PP: 238 - 261

Additional reading

(2) PP: 194 - 222

**8<sup>th</sup> Week: Cross-National Cooperation & Agreements**

Required reading

(1) PP: 265 - 298

Additional reading

(2) PP: 228 - 267

**9<sup>th</sup> Week: Global Foreign Exchange & Capital Markets**

Required reading

(1) PP: 304 - 333

Additional reading

(2) PP: 307 - 335

**10<sup>th</sup> Week: The Determination of Exchange Rates**

Required reading

(1) PP: 340 - 364

Additional reading

(1) PP: 340 - 365

**11<sup>th</sup> Week: The Strategy of International Business**

Required reading

(1) PP: 370 - 402

**12<sup>th</sup> Week: Country Evaluation & Selection**

Required reading

(1) PP: 410 - 442

Additional reading

(2) PP: 440 - 472

**13<sup>th</sup> Week: Export & Import Strategies**

Required reading

(1) PP: 450 - 476

Additional reading

(2) PP: 590 - 620

**14<sup>th</sup> Week: Direct Investment & Collaborative Strategies**

Required reading

(1) PP: 482 - 410

Additional reading

(2) PP: 272 - 300 & 479 - 505

**15<sup>th</sup> Week: The Organization of International Business**

Required reading

(1) PP: 518 – 550

**16<sup>th</sup> Week: Discussion papers**

**5. Course Evaluation:**

- **Participation & Presentation (20%)**
- **Paper (20%)**
- **Mid Term (20%)**
- **Final (40%)**

**Reading List:**

**References**

(1) John D. Daniels, Lee H. Radebaugh, & Daniel D. Sullivan (2007). **International Business Environments & Operations** 11<sup>th</sup> edition.

(2) John D. Daniels & Lee H. Radebaugh,(2001). **International Business Environments & Operations** 9<sup>th</sup> edition.

مراجع باللغة العربية:

1. شوقي ناجي جواد، (2002) إدارة الأعمال الدولية مدخل تطابعي، ط 1

2. علي عباس، (2003) إدارة الأعمال الدولية (الإطار العام)، ط 1