



NORTH SOUTH UNIVERSITY

Center of Excellence in Higher Education

The first private university in Bangladesh

School of Business

Department of Marketing and International Business

Course Name:	International Business
Course Code & Section No:	INB 372 ; SECTION 9 & 17
Semester:	Spring 2017

INSTRUCTOR & DEPARTMENT INFORMATION

1. Instructor Name:	Md. Afnan Hossain (AFH2)
2. Office Room	NAC 731
3. Office Hours:	9:30AM - 1:30PM (ST)
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6. Department:	Marketing and International Business
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COURSE & SECTION INFORMATION

Class Time & Location	INB 372 (9) RA 8:00 AM – 9:30 AM (Room - NAC 407) INB 372 (17) RA 9:40 AM – 11:10 AM (Room - NAC 216)
Course Prerequisite(s)	MKT 202
Course Credit Hours	3:0
Course Description	This course analyses management functions of international business operations of multinational firms. Topics include international business environment, organizational policies and strategies of MNCs, industrial relations and control policies.
Course Objectives	<ul style="list-style-type: none">• Introduce students to international business terminologies and concepts, various economic system and political systems and how they influence each other, trade theories, international business strategies, and entry modes used by MNCs.• Present facts on international organizations like IMF and World Bank and how they work and how their policies affect Bangladesh.• Test students on fundamental knowledge about international business concepts through case studies, debates and written exams.

Student Learning and Outcome:

At the end of this course, students should be able to:

- Demonstrate an understanding of global cultural knowledge through a) the identification of major components of international business and b) explanation of how cultural and national differences affect the conduct of business.
- Demonstrate working knowledge in the area of marketing, finance and management from a business perspective in an international context.
- Assess factors that determine international trade patterns & capital flows and the impact of international institutions on global business operations.
- Identify the international competitiveness of nations and their attractiveness for international business.
- Exhibit critical thinking skills to ethically address complex real-world international business.

LEARNING RESOURCES AND TEXTBOOK(S)

Author	Title	Edition & Year	Publisher
Charles W.L. Hill	International Business: Competing in the Global Marketplace	10 th Edition, 2017	McGraw Hill

Other Resources:

Reference Text:

International Business: Challenges and Choices by Alan Sitkin and Nick Bowel, 2010, Oxford University Press, New York, USA. ISBN: 978-0-19-953391-6

Lecture Modules and Case modules supplied to the NSU Copy Center.

Journals and Online Magazines:

Management Today, Harvard Business Review, The Economist, The Daily Star News.

Teaching Methods:

Extensive lectures will be given on every topic followed by real life examples using US and local MNCs. Summary of the lectures will be available through lecture modules. Students are highly encouraged to take notes carefully. The lectures will be highly interactive. Small cases will be analyzed in group setting using workshop format. Students will be encouraged to participate in debates/discussion and share their ideas regarding the case problem.

ASSESSMENT STRATEGY AND GRADING SCHEME

Grading tool	Points
Midterm Exam 1	20%
Midterm Exam 2	20%
Final Exam	25%
Case Analysis/Debates	10%
Project and Presentation	20%
Class Attendance & Participation	5%
Total Grade Percentage	100%

Course Contents and Plan:

Lecture Series 1	Intro of the course and discussing the course outline
Lecture Series 2	Globalization and International Organizations
Lecture Series 3	The Debate on Globalization
Lecture Series 4	National Differences in Political Economy
Lecture Series 5	Political Economy and Economic Development
Lecture Series 6	Differences in Culture
	MID 1
Lecture Series 7	International Trade Theory
Lecture Series 8	International Trade Theory Cont.
Lecture Series 9	The Political Economy of International Trade
Lecture Series 10	The Political Economy of International Trade Cont.
Lecture Series 11	Regional Economic Integration
Lecture Series 12	Regional Economic Integration Cont.
	MID 2
Lecture Series 13	The Strategy of International Business
Lecture Series 14	The Strategy of International Business Cont.
Lecture Series 15	Entry Strategy and Strategic alliances
Lecture Series 16	Entry Strategy and Strategic alliances
Lecture Series 17	Foreign Direct Investment
Lecture Series 18	Foreign Direct Investment
Lecture Series 19	Foreign Exchange Market/ Special Topic/Case Analysis/Debate
Lecture Series 20	Special Topic; International Monetary System/ Case Discussion: Asian Crisis
Lecture Series 21	Presentation/Case Analysis/Debate
Lecture Series 22	Presentation

Exam Syllabus:

Midterm Exam 1	Lecture Series 1 to Lecture Series 6
Midterm Exam 2	Lecture Series 7 to Lecture Series 12
Final Exam	Lecture Series 13 to Lecture Series 18/19

Case Analysis/ Workshop:

There will be in class assignment. Students will form groups of where they will be assigned a case to dissect, analyze, interpret, and give decision regarding a problem pertaining to the case. Limited time will be given to complete this assignment and they have to produce a decision in written format within that stipulated time. Students will be allowed to discuss the case with their peers and course instructor for further clarification. They need to demonstrate their learning into application in this exercise.

Seminar:

There will be a seminar on Ethics in International Business. The seminar will incorporate a lecture on the topic, followed by an audio visual presentation. It will be an open platform for the lecturers and the students to engage in a lively discussion on current world affairs related to business ethics. The students need to follow the seminar carefully in order to write a summary on the discussed topic.

Debates:

In different groups students will participate in discussions/debates with their peers on contemporary business issues. Topics will be pre-assigned; hence, students are expected to be well prepared before the group discussions on that assigned topic. Each student in this debate exercise will be graded individually.

Exam Formalities:

Students will be notified about the exam date in advance. It could be short and broad questions, conceptual questions, small cases or it can be of multiple choice questions or a combination. Instructor will make those decisions in duly fashion and notify the students. Students are to take the exam in due date. There is no scope of makeup exam except for serious causes like death in the family or contagious diseases where a student is ill for considerable number of days. In that case a special permission will be required from the Program Department signed by the Chair of the Management program verifying the cause of makeup exam.

Due date Policy:

Every individual report, term paper, etc. are due on the exact due date that will be announced. Failure to meet deadline will result in loss of significant points. Remember! This is an easy course where you can do well if you just try and one of the pre-conditions is handing out your assignments on time.

Class Participation/Class Attendance:

It means the contribution of a student for the class. It involves being respectful toward the lecturer, fellow students, being careful, positive, and bring lively thoughts for the discussion. And most importantly the attendance will count. Failure to show up in class for more than three times will directly violate the codes of NSU policy.

Grading Scale:

NSU standard grading scale will be followed.

A	A-	B+	B	B-	C+	C	C-	D+	D	F
93	90	87	83	80	77	73	70	67	60	<60

Classroom Rules of Conduct:

Be punctual in class.

Cell phones must be switched off or in silent mode. Cell phones will not be allowed during exam.

Laptops are allowed if situation requires.

Show respect to your course instructor and to your peers.

Do not miss deadlines. All your hard works could mean nothing if you are not serious about due dates.

Cheating in any form will result in a "Fail" grade.

Students with special needs:

North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.

Final Comments:

Please understand that your instructor is here to help you, to be with you, and to walk through the difficult steps as long as you co-operate. Instructor of this course will be available for all of you. Feel free to stop by when something bothers you and we will try our level best to help you out. You can always email us, write us, or make an appointment with us, as and when required.

The instructor reserves the right to change the above outline at his/her discretion.