

## Course Syllabus

1	<b>Course title</b>	International Business	
2	<b>Course number</b>	1601404	
3	<b>Credit hours</b>	3	
	<b>Contact hours (theory, practical)</b>	3	
4	<b>Prerequisites/corequisites</b>	None	
5	<b>Program title</b>	Bachelor of Business Administration	
6	<b>Program code</b>	010	
7	<b>Awarding institution</b>	University of Jordan	
8	<b>School</b>	School of Business	
9	<b>Department</b>	Business administration	
10	<b>Course level</b>	Bachelor	
11	<b>Year of study and semester (s)</b>	2023 / First semester	
12	<b>Other department (s) involved in teaching the course</b>	None	
13	<b>Main teaching language</b>	English	
14	<b>Delivery method</b>	<input type="checkbox"/> Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	<b>Online platforms(s)</b>	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	<b>Issuing/Revision Date</b>	16\10\2023	

### 17. Course Coordinator:

Name: Dr. Mohammad Al-Zoubi

Contact hours: every day 2 -3 PM

Office number: 3 building 3

Phone number: 0795291599

Email: [m.alzoubi@ju.edu.jo](mailto:m.alzoubi@ju.edu.jo)

**18. Other instructors:**

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

**19. Course Description:**

As stated in the approved study plan.

This course provides a thoughtful, in depth analysis of the international business environment and the effects of globalization on social, economic, legal and political environments.

Students will need to understand the implications of globalization in the vast majority of jobs they will hold in the future, whether operating in a large MNE or a small exporter. This Course helps preparing them for the complexities of this global environment.

## 20. Course aims and outcomes:

SLOs SLOs of the course	SLO (1) analyze the major causes of differences and changes in global business environment	SLO (2) demonstrate the business uncertainties and business opportunities created by governmental trade policies	SLO (3) critical thinking and decision making skills to solve problems related to international business management	SLO (4) Design a clear strategies for international business operation
1. Understand why companies engage in international business and why international business growth has accelerated	*			
2. Understand methods for learning about cultural environments		*		
3- Understand the philosophy and practices of the political and legal systems			*	
4. Apply social science disciplines to understanding the differences between international and domestic business				*

## 21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous/ Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Introductory lecture	-	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	1.2	Ch1: Introduction to Globalization and international business	1	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	1.3	Ch1: driving forces to globalization	1	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
2	2.1	Ch1 Grasp why companies engage in international business and why its growth has accelerated	1	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	2.2	Ch1: Illustrate the different ways a company can accomplish its global objectives	1	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	2.3	Ch1: Recognize the need to apply social science disciplines to understand how international and domestic business differ.	1	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
3	3.1	Ch2: Understand methods for learning about cultural environments	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	3.2	Ch2: Grasp the major causes of cultural difference and change	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book

	3.3	Ch2: Discuss behavioral factors influencing countries' business practices	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
4	4.1	Ch2: Recognize the complexities of cross-cultural information differences, especially communications	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	4.2	Ch2: Recognizing Opportunities and Generating Ideas	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	4.3	Ch2: Relationship preferences differ by culture	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
5	5.1	Ch3: Discuss the philosophy and practices of the political environment	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	5.2	Ch3: Profile trends in contemporary political systems	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	5.3	Ch3: Describe current trends in political ideologies and their implications to MNE's choices	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
6	6.1	Ch3: Explain political risk management	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	6.2	Ch3: Discuss the principles and practices of the legal system	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	6.3	Ch4: economic systems and market methods	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
7	7.1	Ch4: importance of economic analysis	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book

					t teams		discussion	
	7.2	Ch4: the idea of economic freedom	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	7.3	Ch4: types of economic systems Model	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
8	8.1	Ch4: the notion of state capitalism	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	8.2	Ch4: leading indicators of economic development	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	8.3	Ch4: economic performance and potential	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
9	9.1	Ch:4broader conceptions of performance	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	9.2	Ch6: Explain why governments try to enhance and restrict trade	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	9.3	Ch6: Show the effects of pressure groups on trade policies	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
10	10.1	Ch6: Industry and Competitor Analysis	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	10.2	Ch6: Compare the potential and actual effects of government intervention on the free flow of trade	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	10.3	Ch6: Illustrate the major means by which trade is restricted and regulated	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
11	11.	Ch6: Discern how businesses may	2, 3	Blended	Face-to-Face	Synchronous / Assignment	Exams, Assignment	Main Text

	1	respond to import competition			&Microsoft teams	Asynchronous	s, In-class discussion	book
	11.2	Ch6: Demonstrate the business uncertainties and opportunities created by governmental trade policies	2, 3	Blended	Face-to-Face &Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	11.3	Ch11: Examine the broad foundations of ethical behavior	2, 3	Blended	Face-to-Face &Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
12	12.1	Ch11: Demonstrate the cultural and legal foundations of ethical behavior	2, 3	Blended	Face-to-Face &Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	12.2	Ch11: Discuss the importance of social responsibility when operating internationally, especially in the areas of sustainability	2, 3	Blended	Face-to-Face &Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	12.3	Ch 11: Discuss key issues in the social activities and consequences of globalized business	2, 3	Blended	Face-to-Face &Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
13	13.1	Ch11: Examine corporate responses to globalization in the form of codes of conduct, among other things	2, 3	Blended	Face-to-Face &Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	13.2	Ch 12: Evaluate industry structure, firm strategy, and value creation	2, 3	Blended	Face-to-Face &Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	13.3	Ch 12: Profile the features, functions, configuration, and coordination of the value chain	2, 3	Blended	Face-to-Face &Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
14	14.1	Ch 12: Describe how and why companies choose to cluster in close geographic proximity	2, 3	Blended	Face-to-Face &Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book

	14.2	Ch12: Describe how robots in specific and automation in general change how managers interpret the value chain	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	14.3	Ch12: Discuss how the industry change affects the effectiveness of a value chain	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
15	15.1	Ch12: Compare and contrast the strengths and drawbacks of a reality versus virtuality in designing the value chain	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	15.2	Ch12: Explain the ideas of global integration and local responsiveness	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book
	15.3	Ch12: Profile the types of strategies used by MNEs	2, 3	Blended	Face-to-Face & Microsoft teams	Synchronous / Asynchronous	Exams, Assignments, In-class discussion	Main Text book

## 22. Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm exam	30%	Chapters 1, 2, and 3		Mid-term exams period	In-person
Group Assignment	15%	Different chapters		To be confirmed	TBC
Participation	5%	All chapters		All semester	In-person, Microsoft teams
Final exam	50%	All chapters		Final exams period	In-person





### 23. Course Requirements

**(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):**

### 24. Course Policies:

- A- Attendance policies:
- B- Absences from exams and submitting assignments on time:
- C- Health and safety procedures:
- D- Honesty policy regarding cheating, plagiarism, misbehavior:
- E- Grading policy:
- F- Available university services that support achievement in the course:

### 25. References:

1. Daniels, Radebaugh, Sullivan) international business: environment and operation, fifteenth edition, parsons.
2. Other resources used: Jonathan Law, 2011, Business: The Ultimate Resource by Call Number: HD 38.15.B878 2011 (Library West) ISBN: 9781408128114
3. Chris Britton, 2014, the Business Environment, 7th Edition, Ian Worthington.

A- Required book(s), assigned reading and audio-visuals:

- Main textbook
- students should have a computer, tablet, or smart phone
- internet connection



## 26. Additional information:

-----
-------

Name of Course Coordinator: Mohammad Al-Zoubi / Date: 16/10/2023
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----