



COURSE PROFILE

Program : BBA

Course Title : International Business (IBS-423)

Semester : FALL-2016

Level of Knowledge: Basic knowledge

Course Assessment:

Item/Activity	Marks
Work Sheet (Including Class Attendance & 4 Class Test)	25%
Assignment and Presentation(2)	10%
Mid-term test	25%
Final examination	40%
Total	100%

Grading and Point System:

Marks obtained (out of 100)	Letter Grade		Grade Point (4 point scale)
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75

70% to less than 75%	A-	(A minus)	3.50
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.0
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C plus)	2.50
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.0
less than 40%	F	(Fail)	0.0

Note: I (Incomplete) may also be used under the provision of VUB regulations.

DETAILED CONTENTS:

Lecture no.1,2	Chapter:31Introduction to International Business: Concepts, Needs for International Business, Brief history, Global links	
Lecture no.3	Chapter:2 Culture in International Business: Culture design, the elements of culture, Sources of cultural knowledge.	Assignment no.1
Lecture no.4,5	Chapter:3 Trade and Investment Policies: Rationale and Goals and Investment Policies, International Organizations, GATT,WTO, Changes in the Global Policy Environment, IMF, Restrictions of Imports, Effects of Import Restriction, Restrictions of Exports, Exports Promotion, Import Promotion, The impacts of Foreign Direct Investment, Investment Promotions, Work sheet no:1	
Lecture no.6,7	Chapter:4 Politics and Laws: Three segments, Major areas, Export controls, Import controls, Regulations of International business behavior	

Lecture no.8,9	Chapter-5:The Theory of Trade and Investment- Evolution of Trade Theory, Types of trade theories: the age of Mercantilism, Classical trade theory, Factor proportion trade theory, The Leontief Paradox, Overlapping Product Ranges theory The theory of International Investment	Submission of assignment no.1
Lecture no.10	Presentation	
Lecture no.11,12	Chapter-6:The Balance of Payment- Introduction, Definition, BOP Accounting, The Accounts of BOP, Portfolio investment, work sheet no.2	Assignment no.2
	MID TERM EXAMINATION	
Lecture no.13,14	Chapter:7 Financial Markets: The market for Currencies, Exchange rate Quotations and terminology, market size and composition.	
Lecture no.15,16	Chapter:8 Economic Integration- Introduction, Levels of Economics Integration, International money markets, International security markets, Economic Alliances	Submission of assignment no.2
Lecture no.17	Chapter: 10 International and Domestic Research, New environmental factors, Factors involved, Lack of International research, The importance of International Research.	
Lecture no.18,19	Chapter: 11 Entry and Expansion- International ,Motivations for Going International, The keys to successful International Performance, Trading companies Facilitators Work sheet-3	
Lecture no. 20	Chapter 12-Strategic Planning: Globalization, Globalization drivers, The factors, Developing Global	

	Programs, Chapter: 13 International Marketing- An overview, Marketing management, Factors in Product adaption, Channel design	
Lecture no.21	Chapter:14 Services in International Business, International Financial Management,	
Lecture no.22,23	Human Resource Management in International Context: Introduction, Managing managers, Early stage of Internationalization, Advanced stages of Internationalization, Sources of Management recruitment, Selection criteria for Overseas recruitment, Work sheet-4	
Lecture no.24	Lecture review	Submission of assignment no.1
	SEMESTER FINAL EXAMINATION	

Required Text Book:

International Business- John D. Daniels

Course Instructor: Md. Ashikul Islam

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