



UNIVERSITI TEKNOLOGI MARA

ADM602: INTERNATIONAL BUSINESS ENVIRONMENT

Course Name (English)	INTERNATIONAL BUSINESS ENVIRONMENT APPROVED
Course Code	ADM602
MQF Credit	3
Course Description	This course focuses on the opportunities and threats of the complex environment of international business, with an emphasis on the unique problems involved in managing international operations and explores the challenges of managing a culturally diverse work force and the complexities of managing in countries with different religions, traditions, and value systems. It aims to impart the basic foundation on the understanding of international business environment and its influence on the role of the manager. Relevant to all learners is the 'real world' feel that conveys the complexity yet excitement of cross border business
Transferable Skills	<ul style="list-style-type: none">• Describe the concepts of International Business and Globalization in the practical issues of business environment. (C2)• Report verbally and in writing the impact of national business environment towards the conduct of International business and Globalization. (A3)• Display managerial and entrepreneurial skills of International Business and Globalization in managing the national business environment. (A5)
Teaching Methodologies	Lectures, Tutorial, Collaborative Learning
CLO	<p>CLO1 • Describe the concepts of International Business and Globalisation in the practical issues of business environment</p> <p>CLO2 Report verbally and in writing the impact of national business environment towards the conduct of International business and Globalisation.</p> <p>CLO3 Display managerial and entrepreneurial skills of International Business and Globalisation in managing the national business environment.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. • Introduction to Globalization & International Business 1.1) • o Definition, component, scope and nature of 'International Business Environment' 1.2) o The importance of International Business Environment in the social and economic development of a country 1.3) o Define the meaning of Multinational Corporation 1.4) o Drivers of Globalization 1.5) o The emergence of Global Institution 1.6) o The Globalization debate	
2. • National Differences in Political Economy 2.1) o Define Political, Economy & Legal System 2.2) o The determinants of economic development 2.3) o Political Risks	
3. • Cross-cultural Business 3.1) o Describe culture and explain the significance of both national culture and subcultures 3.2) o Identify the components of culture and describe their impact on International Business 3.3) o Describe cultural change and explain how companies and culture affect each other 3.4) o Explain how the physical environment and technology influence culture 3.5) o Describe the two main frameworks used to classify cultures and explain their practical use	
4. • Business-Government Trade Relations 4.1) o Describe the political, economic and cultural motives behind governmental intervention in trade 4.2) o List and explain the methods governments use to promote international trade 4.3) o List and explain the methods governments use to restrict international trade 4.4) o Discuss the importance of the WTO in promoting free trade	

5. • Foreign Direct Investment

- 5.1) o Describe worldwide patterns of foreign direct investment (FDI) and reasons for those patterns
- 5.2) o Describe each of the theories that attempt to explain why FDI occurs
- 5.3) o Discuss the important management issues in the FDI decision
- 5.4) o Explain why governments intervene in the free flow of FDI
- 5.5) o Discuss the policy instruments that governments use to promote and restrict FDI

6. • Regional Economic Integration

- 6.1) o Levels of Economic Integration
- 6.2) o The case for regional integration
- 6.3) o Regional Economic Integration in Europe
- 6.4) o Regional Economic Integration in the Americas
- 6.5) o Regional Economic Integration in elsewhere

7. • The strategy of International Business

- 7.1) o The challenges of International Strategic Management
- 7.2) o Components of an International Strategy
- 7.3) o Developing International Strategies
- 7.4) o Level of International Strategy
- 7.5) o Choose a mode of entry

8. • Global Marketing and R & D

- 8.1) o The globalization of markets and brands
- 8.2) o Market segmentation
- 8.3) o Product Attributes
- 8.4) o Distribution strategy
- 8.5) o Communication strategy
- 8.6) o Pricing strategy

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Case study : Presentation Topics covered: cross culture international trade theory introduction to international business	20%	CLO2
	Case Study	Case study 2: Written Presentation Topics covered: Cross Cultural Business National Differences in Political Economy The Political Economy of International Trade Seminar on current issues related to ethics and international human resource	30%	CLO2
	Final Test	chapter on: political economy of international trade national differences in political economy foreign direct investment Regional Economic Integration	15%	CLO1
	Group Project	video documentation	30%	CLO3
	Test	Test 1: Chapter 1 until chapter 3	5%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • John J. Wild, Kenneth L. Wild 2016, <i>International Business: The Challenges of Globalization</i>, 8 Ed., Pearson [ISBN: 1-292-09504-0]
	Reference Book Resources	<ul style="list-style-type: none"> • Hill, Hernandez-Requejo, <i>Global Business Today</i>, 8th Ed., McGraw Hill. • Hill, C.W.L., <i>International Business – Competing in the Global Marketplace</i>, 8 Ed., McGraw-Hill • Ricky W. Griffin, Michael Pustay 2015, <i>International Business, Global Edition</i>, 8th Ed., Pearson Education Limited [ISBN: 1-292-01821-6] • John Day Daniels, Lee H. Radebaugh, Daniel P. Sullivan 2014, <i>International Business</i>, 15th Ed. [ISBN: 9780135119952]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	