

ITEM		
1. Title of subject	International Business Finance	
2. Subject code	DBA 304	
3. Status of subject	Compulsory	
4. Stage	DBA	
5. Credit Hours	Four (4)	
6. Pre-requisite	None	
7. Assessment	Coursework 30% Exercises - 10% Evaluation test 1 - 10% Evaluation test 2 - 10% Final exam-70%	
8. Semester	Semester 7	
9. Objective of subject	<ul style="list-style-type: none"> - Appreciate that many businesses are no longer operating in the domestic local environment. - Develop a sense of urgency that tremendous opportunities exist to develop business if companies can change their mindsets from domestic to international dimensions. - Acquire the expertise to develop strategies for international expansion and in so doing to understand how to deal successfully with a range of business issues at an international level. 	
10. Synopsis of subject	The development of world trade: The changing nature of international business; understanding customer needs and motivations; strategic role of information gathering in the international environment; concepts of international marketing planning; globalisation; the developments of the range tools of the marketing mix in different environment.	
11. Details of subject	Contents	Hours

<p>Week 1</p>	<p>Topic: Understand the key questions posed by the international business and global operations.</p> <p>Learning Outcomes: To be able to define the meaning of international business and explain the importance of understanding international business.</p> <p>Activity: Exercises and discussions</p> <p>Further reading for this lesson: Hill, Chapter 1</p>	<p>4</p>
<p>Week 2</p>	<p>Topic: Define globalisation and examine its impact on all functions of the business.</p> <p>Learning Outcomes: To be able to define globalisation and to understand the impact on business function.</p> <p>Activity: Exercises and discussions</p> <p>Further reading for this lesson: Hill, Chapter 1</p>	<p>4</p>
<p>Week 3</p>	<p>Topic: International Business Environment</p> <ul style="list-style-type: none"> • Macro factors • Major international bodies <p>Learning Outcomes: To be able to explain better the business environment factor in terms of political, economy, social and technology. Besides that also to be able to identify the major international bodies.</p> <p>Activity: Exercises and Discussions</p> <p>Further reading for this lesson: Advance Diploma in Business Administration - <i>ABE Manual - Corporate Strategy</i>. The Association of Business Executives. Chapter 2</p>	<p>4</p>
<p>Week 4</p>	<p>Topic: Factors that give rise to different behavioural patterns in different countries including culture, stages of economic growth and local environmental conditions.</p>	<p>4</p>

	<p>Learning Outcomes: To be able to identify the factors that give rise to different behavioural patterns in countries.</p>	
	<p>Activity: Exercises and discussions</p>	
	<p>Further reading for this lesson: Hill, Chapter 3</p>	
Week 5	<p>Topic: Strategic role of information gathering in directing international business decisions.</p>	4
	<p>Learning Outcomes: To be able to identify the strategic role of gathering information in directing international business decisions.</p>	
	<p>Activity: Exercises and Discussions.</p>	
	<p>Further reading for this lesson: Hill, Chapter 12</p>	
Week 6 & 7 & 8	<p>Topic: The changing planning framework as companies deepen their international and global commitments:</p> <ul style="list-style-type: none"> • Impact on production. • Impact on finance • Impact on operations • Impact on marketing • Impact on human resource and management. 	12
	<p>Learning Outcomes: To be able to explain the impacts on production, finance, operations, marketing and human resource as the companies deepen their international and global commitments.</p>	
	<p>Activity: Exercises and discussions</p>	
	<p>Further reading for this lesson: Hill, Chapters 15 and 16</p>	
Week 9 & 10	<p>Topic: Appreciate the range of alternative means by which international market entry may be achieved.</p>	8
	<p>Learning Outcomes: To be able to explain and appreciate the range of alternative means by which international market entry may be achieved.</p>	

	<p>Activity: Exercises and discussions</p>	
	<p>Further reading for this lesson: Hill, Chapter 14</p>	
Week 11	<p>Topic: Range of tools of marketing mix</p>	4
	<p>Learning Outcomes: To be able to identify the tools of marketing mix.</p>	
	<p>Activity: Exercises and discussions.</p>	
	<p>Further reading for this lesson: Lecture notes from internet.</p>	
Week 12	<p>Topic: Corporate strategy</p> <ul style="list-style-type: none"> • Strategic evaluation and control • Contingency planning • Management change • Measures of performance. 	4
	<p>Learning Outcomes: To be able to discuss better the corporate strategy in terms of strategic evaluation and control, contingency planning, management change and measures of performance.</p>	
	<p>Activity: Exercises and discussions.</p>	
	<p>Further reading for this lesson: Advance Diploma in Business administration - <i>ABE Manual - Corporate Strategy</i>. The Association of Business Executives. Chapter 1</p>	
Week 13	<p>Topic: Social responsibility and business strategy</p>	4
	<p>Learning Outcomes: To be able to understand the social responsibility and be able to identify the business strategy.</p>	
	<p>Activity: Exercises and discussions</p>	
	<p>Further reading for this lesson: Advance Diploma in Business administration - <i>ABE Manual - Corporate Strategy</i>. The Association of Business Executives Chapter 10.</p>	

Week 14	Topic: Revisions		4
	Learning Outcomes: To give chance to the students to ask questions that they don't understand and to refresh the topics that have been thought.		
	Activity: Question and Answer		
	Further reading for this lesson: -		
	Total		56
12. Text	Compulsory	Hill, C. W. L. (2000). <i>International Business: Competing in the Global Marketplace</i> (3 rd ed.). Boston: McGraw Hill/Irwin.	
	Reference	Griffin, R. W., & Pustay, M. W. (2005). <i>International Business: A Managerial Perspective</i> (4 th ed.). New Jersey: Pearson Prentice Hall. Advance Diploma in Business Administration - <i>ABE Manual - Corporate Strategy</i> . The Association of Business Executives.	

