

# Enquire Teaching Timetable

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## Course Outcome

### MGNT 2510 - Introduction to International Business

#### Learning Outcome

Learning Outcome:

- Understand concepts and theories in international business and outline the environment in which international business activities are conducted
- Develop skills and applying those concepts and theories to understanding various global business management situations
- Develop critical thinking, oral and written communication skills
- Achieve Program Learning Goal #4 (the ability to propose strategies in a global environment)

#### Course Syllabus

Four core themes:

- 1) Introduction to Global Business environment
- 2) National Business Environment – Political, Cultural, and Economics and Financial System
- 3) International Trade, Investment, and Financial System – FDI, Financial Markets, Monetary System
- 4) Managing International Business & Management – International HR & Marketing. Market Penetration and Modes of Entry, Strategy and Organizations

\*\* The instructor reserves the right to make appropriate changes concerning the addition and deletion of topics.

#### Assessment Type

	Assessment Type	Current Percent
1	Essays	0
2	Essay test or exam	0
3	Others	0
4	Presentation	0
5	Short answer test or exam	0
6	Selected response test or exam	0

#### Feedback for Evaluation

In order to optimize learning outcomes, feedback for evaluation would be much more appropriate to maintain individual faculty members' autonomy than confine them to strictly standardized contents and methods. The recommended ways in providing appropriate feedback should be depended largely on students' performances in different assessment activities as well as exploiting the experiences of the teachers from the real-life contexts they had gained.

#### Required Readings

Three Recommended Texts:

- Wild, J. J., Wild, K. L., & Han, J. C. Y. 2010. International Business; The Challenges of Globalization (latest Ed.). Upper Saddle River, New Jersey: Pearson, Prentice Hall.
- John D. Daniels, Lee H. Radebaugh, International Business: Environment and Operations Latest edition. Prentice Hall
- Charles W L Hill, International Business – Competing in the Global Marketplace, Latest edition. McGraw-Hill

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