

KAMPALA INTERNATIONAL UNIVERSITY

COLLEGE OF ECONOMICS AND MANAGEMENT

COURSE OUTLINE

COURSE TITLE: INTERNATIONAL BUSINESS MANAGEMENT

PROGRAMME: BUS 2101

LECTURER: OLUTAYO K. OSUNSAN, PhD

COURSE DESCRIPTION:

The process of International Business management does not take place in a vacuum; success depends heavily on adapting to the diverse environments in which businesses operate. This is a highly complex task for managers, not least due to the fact that humans by nature often feel uncomfortable or dislocated when operating in a culture foreign to theirs. The obvious question to ask when it comes to international business management is: How different is it from the management of business operations in a domestic setting?

COURSE OBJECTIVE:

This course is designed to provide students with basic skills and concepts required for those students who aspire to be engaged in global management activities, the experience that is vital for today's top executives. The course is built around basic foreign market entry strategies. The emphasis is on practical approach so that the students will be rapidly operational as global business professionals.

TEACHING METHODS:

Learner centred: participative tutorial classes, discussion in groups, scenarios, case studies, etc

THE COURSE CONTENT:

1. Introduction **[3hrs]**
 - a. Introduction to International business
 - b. International Business Challenges
 - c. Disciplinary origin of IB
2. Globalization **[3hrs]**
 - a. Evolution of IB and globalisation
 - b. Catalysts of globalisation
 - c. Effects of globalization in IB
3. Engaging International business **[3hrs]**
 - a. Expanding sales
 - b. Acquiring resources
 - c. Minimizing risks
4. International Business Operations mode **[3hrs]**
 - a. Export
 - b. Service performance
 - c. Asset use
 - d. Investment

e. Comparison of mode/options	
5. Influence of International businesses (multinationals)	[3hrs]
a. The Balance payment	
b. Employment	
c. Technology Transfer	
d. Social responsibility	
e. Government control	
f. Intellectual Property Rights	
g. Antitrust Laws	
6. Cross-Cultural Management	[3hrs]
a. Managing Diversity	
b. Interpreting Cultures	
7. Global Human Resource Management	[3hrs]
8. Global Marketing	[3hrs]
9. Competitive advantage in global business	[3hrs]
10. Technological Development & Innovation	[3hrs]
11. Ethic in international business	[3hrs]
12. International Business Decisions	[3hrs]
a. Internalization vs. Externalization	
b. Centralization vs. Decentralization	
c. Standardization vs. Adaptation	
13. Global Production and Outsourcing	[3hrs]
a. Outsourcing Research and Development	
b. Vertical Integration	
c. Horizontal Integration	
14. International Business Strategy	[3hrs]
15. Strategic Alliances/Collaboration	[3hrs]
TOTAL CONTACT HOURS	[45hrs]

NOTE: A Reader is provided at the back of the course module to help students get more details and supplement the module. Students are also advised to read extensively and expose themselves to current international businesses activities/event through the media (Newspaper, TV, Radio, and the Internet).

ASSESSMENT:

Assessment 1	10%	(20%)
Assessment 2	10%	
Test	20%	(20%)
Total Coursework	40%	(40%)

TEXT BOOKS / RECOMMENDED READING:

1. Daniels, J.D., Radebaugh, L.H. & Sullivan, D.P. (2013). *International Business: Environments and Operations* (13th ed), Pearson Prentice Hall: New Jersey.
2. Sitkin, A., Bowen, N., (2010) *International business: challenges and choices*. Oxford University Press: New York.
3. Wild, J.J., Wild, K. L., Han, J.C.Y., (2010) *International business: the challenges of globalisation*, (5th ed). Prentice Hall: New Jersey.
4. Peng, M., (2010) *Global*. Southwestern Cengage Learning: Ohio.
5. Morrison, J., (2009) *International business: challenges in a changing world*. Palgrave Macmillan: New York.