

Course Title	GLOBAL BUSINESS
Course Code	BUS 400
Course Purpose and Objectives	The aim of this course is to provide students with a comprehensive understanding of the global business environment, including economic, political, legal, and cultural dimensions, and to develop their ability to critically analyse the factors influencing international trade, investment, and strategic decision-making in a competitive global context.
Learning Outcomes	<ol style="list-style-type: none"> 1. Critically analyse the economic, political, legal, and cultural components of the global business environment and assess their impact on international trade and investment.. 2. Evaluate major theories of international trade and foreign direct investment and explain their relevance to contemporary global business patterns. 3. Assess the role of government policies, international institutions, and regional economic integration in shaping cross-border business activity. 4. Analyse macroeconomic indicators and global financial mechanisms to determine their influence on international business operations and risk exposure. 5. Apply international business frameworks to evaluate foreign market opportunities.
Course Content	<p>Foundations of Global Business</p> <p>Political, Legal, and Cultural Environments</p> <p>Global Economic Systems and Market Mechanisms</p> <p>International Trade and Investment Policy</p> <p>Global Governance and Regional Integration</p> <p>The Role of Artificial Intelligence in Global Business Transformation</p>