Course Title	**INTERNATIONAL BUSINESS**
Course Code	**MGT 610**
Course Purpose and Objectives	The purpose of this course is to develop students' ability to analyse complex international business environments using contemporary international management theories, research and analytical frameworks. Students will critically evaluate political, economic, legal and cultural factors affecting global business, analyse strategic alternatives, and formulate evidence-based managerial recommendations for international market entry, global operations, and multinational management.
Learning Outcomes	1. Critically evaluate international management theories, global trade principles and empirical research to analyse international business opportunities and challenges. 2. Analyse international markets using strategic and analytical frameworks and develop evidence-based global marketing strategies appropriate to different competitive environments. 3. Analyse cross-cultural, organisational and human resource management challenges in multinational organisations and recommend appropriate managerial practices supported by international management theories and research. 4. Evaluate international trade finance, payment systems and market entry alternatives through rigorous analysis of financial, legal and operational risks to recommend appropriate managerial decisions. 5. Develop evidence-based managerial recommendations for managing international business risks, supported by rigorous analysis of political, economic, financial and cultural factors using relevant international management theories and empirical research.
Course Content	**GLOBAL MANAGEMENT** **POLITICAL, ECONOMIC AND LEGAL SYSTEMS** **BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY** **INTERNATIONAL TRADE THEORY** **FOREIGN DIRECT INVESTMENT** **THE FOREIGN EXCHANGE MARKET** **THE STRATEGY OF INTERNATIONAL BUSINESS** **ENTERING DEVELOPED AND EMERGING MARKETS** **EXPORTING, IMPORTING AND COUNTERTRADE** **GLOBAL PRODUCTION AND SUPPLY CHAIN** **GLOBAL MARKETING AND BUSINESS**

	GLOBAL HUMAN RESOURCES **MANAGING GLOBAL WORKFORCE**