



## QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

<b>Course Name</b>	<b>International Business and Trade</b>
<b>Course Code</b>	<b>MGT208</b>
<b>Semester</b>	<b>Fourth</b>
<b>Credit Hours</b>	<b>03</b>
<b>Total Weeks</b>	<b>16/18</b>
<b>Total Hours</b>	<b>48/54</b>
<b>Total Marks</b>	<b>100</b>
<b>Pre-requisite</b>	<b>None</b>

### Course Objectives

The objectives of the course are to provide an overview of how business is done in the major economic centers of the world. Topics included are international economy: perspectives and evolution, international trade: theories, patterns and practicalities, International capital flows: types, theories, and patterns, International monetary system, Geopolitics, trading blocks, and economic communities. Global markets, cultural homogenization, and global sourcing, multinationals and global strategies and forms, structures, managements, and communications are also studied in this course.

### Grading Criteria

<b>Distribution</b>	<b>Weight</b>
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

### Recommended Books

- 1 International Business A strategic Management Approach By M. Rugman
- 2 The Growth of International Business by Mark Casson
- 3 Internal Marketing by Staneley J. Paliwoda.

### WEEK WISE BREAKDOWN

<b>Week</b>	<b>Description</b>
<b>1</b>	<b>The Growth of International Business and Trade</b> <ul style="list-style-type: none"> <li>• Origins of the modern theory of the firm</li> <li>• The concept of Internationalization</li> <li>• Meeting the international business challenges</li> <li>• World Business a brief review</li> </ul>
<b>2</b>	<b>The Multinational Enterprise</b> <ul style="list-style-type: none"> <li>• The nature of multinational Enterprise</li> <li>• Characteristics of MNE</li> <li>• Sales and profits</li> <li>• Strategic Management of MNE</li> </ul>
<b>3</b>	<b>The Scope of Multinational Enterprise</b> <ul style="list-style-type: none"> <li>• The multinational enterprise system</li> <li>• Transfer of Capital</li> <li>• Transfer of Technology</li> <li>• Transfer of entrepreneurial skills</li> <li>• The contribution of MNE to the world economy</li> </ul>
<b>4</b>	<b>Host country policies and the MNE</b> <ul style="list-style-type: none"> <li>• Foreign Investments</li> <li>• Economics benefits</li> <li>• National Income Effects</li> <li>• The Balance of payments effects</li> <li>• The Challenge for the national sovereignty</li> </ul>
<b>5</b>	<b>The Environment of International Business</b> <ul style="list-style-type: none"> <li>• International politics systems</li> <li>• Changing political systems</li> <li>• Political Ideologies and Economics</li> <li>• Economic integration and strategic</li> </ul>
<b>6</b>	<b>International Culture</b> <ul style="list-style-type: none"> <li>• Elements of culture</li> <li>• Religion</li> <li>• Language</li> <li>• Education</li> <li>• Customs and manners</li> <li>• Culture and attitudinal Dimensions</li> </ul>
<b>7</b>	<b>International Trade</b> <ul style="list-style-type: none"> <li>• International Trade theory / concept</li> <li>• International product life cycle theory</li> <li>• Trade policy</li> </ul>
<b>8</b>	<b>Non-tariff barriers to trade</b> <ul style="list-style-type: none"> <li>• Quotas</li> <li>• Customs valuation</li> <li>• Subsidies</li> <li>• Export Restrictions</li> </ul>

	<ul style="list-style-type: none"> <li>• Free Trade zone</li> </ul>
	<b>Two Assignments + Two Test</b>
	<b>Mid Term Exam</b>
<b>9</b>	<b>International Finance</b> <ul style="list-style-type: none"> <li>• Balance of payments</li> <li>• International Monetary systems</li> <li>• Foreign Exchange</li> <li>• Determination of Exchange rates</li> </ul>
<b>10</b>	<b>International Business Strategies</b> <ul style="list-style-type: none"> <li>• Organizing Strategy</li> <li>• Preparing Organizational structure</li> <li>• The International Dimension structure</li> </ul>
<b>11</b>	<ul style="list-style-type: none"> <li>• Analysis of structural variables</li> <li>• Organizational Process</li> </ul>
<b>12</b>	<b>Production Strategy</b> <ul style="list-style-type: none"> <li>• Research</li> <li>• Development</li> <li>• Innovation</li> <li>• New Product / service development</li> </ul>
<b>13</b>	<b>Generation of goods and services</b> <ul style="list-style-type: none"> <li>• Manufacturing of goods inventory control</li> <li>• Development strong service orientation transportation</li> <li>• Packaging</li> </ul>
<b>14</b>	<b>Marketing Strategy</b> <ul style="list-style-type: none"> <li>• International Market Assessment</li> <li>• Financial and Marketing conditions</li> <li>• Screening and selection</li> <li>• Promotion, Pricing, Place</li> </ul>
<b>15</b>	<b>Human Resource Management Strategy</b> <ul style="list-style-type: none"> <li>• International Screening criteria and selection procedure</li> <li>• Training and development</li> <li>• Compensation</li> <li>• Labor Relations</li> </ul>
<b>16</b>	<b>International Finance Management Strategy</b> <ul style="list-style-type: none"> <li>• Managing Global cash flows</li> <li>• Role of IMF and World Bank</li> <li>• Foreign Exchange Risk Management</li> <li>• Inflation</li> <li>• Capital Budgeting</li> <li>• Establishing overseas operations</li> </ul>
	<b>Two Assignments + Two Test+ Presentation</b>
	<b>Final Term</b>

**Learning Outcomes:**

- Take into account the impact of various economic, legal, cultural, geographical, and political systems on international business.
- Understand, at the level of formal analysis, the major models of international trade, both traditional and modern
- Understand the principle of comparative advantage and its formal expression and interpretation within different theoretical models.