

Kathmandu University School of Management
Course Syllabus
MBA / EMBA

Course Title		International Business
Credit hours		Three (3)
Brief course description		The course aims at introducing practices and theoretical explanations of International Business. Students will be exposed to a number of real-life strategic dilemmas, and encouraged to make their own decisions, using analytical tools presented in class. They will actively research selected IB problems. Key modules of the course will include: globalization, international and multilateral trade, cross-cultural challenges, strategic management, international management, and decision making.
Full course description		The course will be composed of 7 modules: - Introduction to globalization and IB field (6 hours) - Economics of Trade Policy (9 hours) - Multilateral Trade (9 hours) - Cultural differences and its impact (3 hours) - Strategy of International Business (6 hours) - Organization of International Business (6 hours) - Decision making in International Business (6 hours) Followed by examination session
Prerequisites	Formal prerequisites	Understanding of management and economics
	other prerequisites	Good working command of English
Learning outcomes		Upon successful completion of the course students will: - identify opportunities and threats in the political, economic, social and technological environment of organizations, - understand trade policy rules, international standards and tools supporting trade - analyze competitive forces shaping industries, - identify strategic resources, strengths and weaknesses of organizations, - collect and interpret data necessary to formulate international organizational strategy, - recognize the scope of internationalization project - construct internationalization strategy.
ECTS credits		
Assessment methods and criteria		Class participation (40%) Written exam and group project (60%) 80% attendance is mandatory for final exam. Group Project description: students (working in small teams) will develop international strategy for a company. They will collect necessary data and analyses them using strategic management and trade tools. Based on their analyses, they will decide about market entry strategy to international markets. They will communicate their projects in an ‘examination session’. They will receive feedback from the audience.
Type of examination		Written and oral ; Final examination in written.
Type of course		Seminar/project
Mode of delivery		Remote / Blended
Language of instruction		English
Bibliography		Frynas, J.G., Mellahi, K. (2015). Global strategic management, Oxford University Press. Cases selected from the repositories of Harvard Business School, Ivey Business School and Emerald Emerging Market Case Study Collection.