

Name of the course	International Business Management
Course Code	BUS-401
Semester	VIII
Credit Hours	3
Prerequisite	-

Learning outcomes	
Contents	<p>Unit-1 Introduction</p> <p>1.1 The Management of International Business</p> <p>1.2 Socio Ethical Issues and International Management</p> <p>1.3 Culture and Behavior and International Management</p> <p>1.4 International Communication and Negotiation</p> <p>Unit-2 External Environment</p> <p>2.1 Political Environment</p> <p>2.2 Economic Environment</p> <p>2.3 Legal Environment</p> <p>2.4 Physical and Technological Environment</p> <p>2.5 Religious and Ethical Environment</p> <p>Unit-3 Managing the Global Firms</p> <p>Unit-4 International Trade Theories</p> <p>Unit-5 ROLE OF INTERNATIONAL TRADE</p> <p>1.1 Why international trade?</p> <p>1.2 International trade barriers</p> <p>1.3 Trade agreement, alliances and organizations</p> <p>5.4 International business strategies</p> <p>Unit- 6 International Human Resource Management</p> <p>3.5 Staffing</p> <p>3.6 Recruitment and Selection</p> <p>3.7 Training</p> <p>Unit- 7 International Marketing</p> <p>Unit- 8 International Industrial Relations</p> <p>8.1 Cross-cultural difference in industrial relations and collective bargaining</p> <p>8.2 Discuss key issues in industrial relations and the policies and practices of multinationals</p> <p>8.3 Examine the potential constraints that trade unions may have on multinationals.</p> <p>8.4 Outline key concerns for trade unions.</p> <p>8.5 Discuss recent trends and issues in the global workforce context.</p> <p>8.6 Discuss the formation of regional economic zones such as the European Union, and impact of opponents to globalization.</p> <p>8.6 Transition of the organized labor in emerging market</p>
Teaching & Learning Strategies	A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.
Assignment	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
Suggested Readings	Beamish, P. W., & Lupton, N. C. (2016). Cooperative strategies in international business and management: Reflections on the past 50

	<p>years and future directions. <i>Journal of World Business</i>, 51(1), 163-175.</p> <p>Buckley, P. J., Enderwick, P., & Cross, A. R. (Eds.). (2018). <i>International business</i>. Oxford University Press.</p> <p>Hamilton, L., & Webster, P. (2018). <i>The international business environment</i>. Oxford University Press.</p> <p>Timpe, A. D. (1992). <i>Performance: The art and science of business management</i>. Kendall Publishing</p>
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Assessment and Examinations

Sr. #	Elements	Weightage	Details	Conducting Body
1	Midterm Assessment	15%	Written test (at the mid-point of the semester)	College
2	Formative Assessment	25%	Assignment, presentation and quiz	College
3	Final Assessment	60%	Written test (at the end of the semester)	The University of Punjab, Lahore.