

**THE AMERICAN
BUSINESS SCHOOL
PARIS**

COURSE TITLE : **INTERNATIONAL BUSINESS**

COURSE NUMBER : MGT 230

CREDITS : 3

PREREQUISITE : NONE

SEMESTER HOURS : 45

OFFERED : FALL

COURSE DESCRIPTION :

Examination of business activities across national borders with emphasis on the interaction and integration of the functional areas for effective strategic planning in multinational firms operating in developing, newly industrialized and developed countries.

COURSE OBJECTIVES :

To give an overview of the means of conducting international business with an emphasis on what makes international business different from domestic business. The dimensions of the international environment will be examined and analyzed through real-world examples of operations undertaken by countries and companies attempting to conduct foreign business activities.

INSTRUCTIONAL METHODOLOGY :

The course will be developed through lectures, case studies and individual/group presentations of various assignments. The following topics will be covered in class :

- Introduction ; International Trade & Foreign Investment
- Economic Theories of International Trade ; International Organizations
- International Monetary System & Balance of Payments
- Financial, Economic & Socioeconomic Forces
- Physical, Sociocultural & Legal Forces
- Labor, Competitive & Distributive Forces
- Market Assessment & Analysis; International Marketing
- Export & Import Practices
- Financial Management; Production Systems
- Labor Relations Policies & Management; Strategic Planning
- Control & Staffing; Trends & New Directions

TEXT : *International Business*, Charles Hill, McGraw-Hill, 6th International Edition, 2007

EVALUATION :

The final grade will be made up of a class participation (15%), individual/group presentations of cases (15%), a mid-term test (30%) and a final examination (40%).