

## **Course Description**

### **International Business management**

**2023-2024**

Number of units for the course :3

Course level Semester Course program: fourth

Bachelor of Business Administration

#### **Introduction to Course Description**

International Business Administration is one of the branches of modern management science, and it aims to: The president is responsible for organizing the country's affairs and developing a systematic plan to follow. With the ability to compete and continue In order to keep pace with market challenges, To compete internationally with high efficiency and effectiveness.

#### **Course objectives:**

1. Developing students' abilities to meet work requirements in the business environment.
2. Introducing the student to the concepts of international business
3. Enabling the student to understand the nature of international business and how to enter international markets
4. Forming a clear picture in the student's mind about the advantages of international business and the skills and capabilities required to enter

#### **Course vocabulary**

this business International business (its nature – its fields – its organization) – International trade –Balance of payments and exchange rates - Foreign investment in developing countries - Strategic management in multinational corporations -Strategic planning in multinational companies - Political risk analysis of foreign investment and the legal environment - Financial environment, financial and monetary markets - Cultural and social environment of international business .

#### **Methods of evaluating the final grade for the course**

(monthly exams + 30 daily exams + 10 attendance)

**The approved source** for the International Business Administration course - General Introduction - Dr. Ali Abbas