



University of Rajshahi
DEPARTMENT OF MANAGEMENT STUDIES
Evening MBA Program

COURSE OUTLINE

Semester	:	Third
Batch	:	33rd
Session	:	July-December, 2024

Course Code	:	E-514
Course Title	:	International Business Management
Course Teacher	:	Md. Shawan Uddin, PhD
		Associate Professor, Management Studies Department, RU
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Website (For Course Materials Download)		http://rurfid.ru.ac.bd/ru_profile/public/teacher/23706012/profile

Rationale of the Course	In today's globalized and tech-driven world, understanding international business is vital for future managers. This course offers insights into cross-border operations, trade theories, culture, international finance, and global HR strategies. It develops analytical and decision-making skills essential for managing multinational businesses. With Bangladeshi firms expanding globally, the course equips students to navigate international challenges and seize global opportunities effectively.
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Intended Learning Outcomes (ILOs)	Upon successful completion of the MBA program, graduates will be able to: 1. Demonstrate comprehensive knowledge of core business disciplines, including international business operations. 2. Apply strategic, analytical, and critical thinking to solve complex managerial problems in both domestic and international contexts. 3. Communicate effectively in multicultural business environments. 4. Exhibit ethical decision-making and leadership competencies in global business settings. 5. Utilize modern technologies and data analytics in international business management. 6. Demonstrate the ability to adapt and innovate in dynamic global markets.
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Course Learning Outcomes (CLOs)	CLO1 & 2: Explain the fundamental concepts of international business, management globalization, and cross-border management. CLO3: Analyze the impact of culture on international business practices and communication. CLO4: Evaluate strategies for managing human resources in global operations. CLO5: Demonstrate knowledge of ICT tools used in international business processes. CLO6: Apply practical knowledge of export and import practices in a real-world business context. CLO7: Understand the principles of international finance, foreign investment, and exchange rate mechanisms. CLO8: Discuss international trade theories and their relevance to contemporary global trade. CLO9: Examine the role of global and regional institutions (e.g., GATT, WTO) in shaping international business environments. CLO10: Design strategies for business operations considering regional integration and global production challenges. CLO11: Deliver effective presentations on international business topics using critical thinking and research skills.
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Text Book	:	Phil Kelly: International Business and Management
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Class	Topics to be discussed	Topics which will cover Midterm Examination
1.	Business & Management	
2.	International Business & Globalization	
3.	Culture & International Business	
4.	Managing Human Resources in Global Business Processes	

5. Mid-Term Examination

Class	Topics to be discussed	Topics which will cover Presentations & Semester Final Examination
6.	ICT in International Business	
7.	Export & Import Practices	
8.	Presentation-1	
9.	International Finance	
10.	Foreign Investments	
11.	International Trade theories and their application	
12.	Regional integration	
13.	GATT, WTO, International Business Production Issues	
14.	Exchange Rates	
15.	Presentation-2	