

Course Description Form – International Business Administration

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| 1. Course Name | |
| International Business Administration | |
| 2. Course Sign : | |
| WBA-41-02 | |
| 3. Semester/year | |
| First Course | |
| 4. Date of preparation of this description: | |
| 15/9/2025 | |
| 5. Available attendance forms | |
| In-person + electronic (when needed, for example, giving tests) | |
| 6. Number of study hours (total) / number of units (total) : | |
| 3 hours / 3 units | |
| 7. Course Admin Name | |
| Name: Ast. Prof. Dr. Dheyaa Falih Bannay Email: diaa.alwan@uowa.edu.iq | |
| 8. Course Objectives | |
| Objectives of the course | <ul style="list-style-type: none"> • Developing students' abilities to meet the requirements of work in the international business environment. • Introducing the student to international business concepts. • Enabling the student to understand the nature of international business and how to enter international markets. • Forming a clear picture for the student about the advantages of international work and the skills required to enter these works . |
| 9. TEACHING AND LEARNING STRATEGIES | |
| LEARNING STRATEGIES | <p>1. Global Case Studies: Analyze cases of global companies that have succeeded or failed to expand internationally.</p> <p>2. International Business Simulation: Application: Using simulation software where students run a virtual company and make decisions related to entry into foreign markets, international pricing, global strategy, and global supply chain management.</p> |

| 10. Course Structure | | | | | |
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| Week | Hours | Intended Learning Outcomes | Module / Course Name or | method of learning | Valuation method |
| 1 | 3 | The student understands the fundamental nature of international business and its importance in the contemporary global economy. | International Business (Nature –Fields – Organization) | Lecture + Discussion | Direct oral questions |
| 2 | 3 | Understand the classical and modern theory of international trade and the impact of policies (tariffs, quotas, non-tariff barriers) on trade. | International Trade | Lecture + Participation | Quiz |
| 3 | 3 | Determine the components of the balance of payments (current account, capital account, financial account). | Balance of Payments and Currency Exchange Rates | Lecture + Panel Discussion | Short Report |
| 4 | 3 | - To distinguish between types of foreign direct investment (FDI) and indirect investment (FII). - Analyzes companies' motivations for direct investment abroad (in search of markets, resources, efficiency). | Foreign investment in developing countries | Lecture | school work, ought, duty, onus, must, task, trust, imperative, obligation, office |
| 5 | 3 | The student identifies key global strategies (global strategy, local multi-strategy, cross-border). | Strategic Management in Multinational Companies | Lecture + Case Study | You are on my side, aren't you? |
| 6 | 3 | | Ex- Month 1 | | |
| 7 | 3 | The student can | Political Risk Analysis | Lecture + | Share |

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| | | classify the types of political risks (confiscation of assets, instability, change of laws). | of Foreign Investment and the Legal Environment | Discussion | |
| 8 | 3 | - Structure and functions of the international financial system. - Understand how multinationals access financing and manage their liquidity globally. | Financial Markets | Lecture + review of different organizations | Pop quiz |
| 9 | 3 | - Identify the main components of culture (language, religion, values, customs). - The influence of culture on management, negotiation, marketing and consumption patterns. | Cultural and Social Environment for International Business | Lecture | school work, ought, duty, onus, must, task, trust, imperative, obligation, office |
| 10 | 3 | - Understand the key challenges in managing human resources across cultures. - Comparison of different employment policies (citizen vs. expatriate vs. host country citizen). | Human Resources Development in the International Business Environment | Lecture | Short Report |
| 11 | 3 | - The possibility of factors that affect the decision to standardize or adapt the marketing mix (product, price, distribution, promotion). | International Marketing | Lecture | Quiz |
| 12 | 3 | - Evaluates the advantages and disadvantages of ways to enter different markets | Access to the international business environment | Lecture | storage |

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| | | (export, joint ventures, licensing, franchising, direct investment). - The most appropriate entry strategy for a given target market based on a comprehensive risk, cost and control analysis. | | | |
| 13 | 3 | | Ex-2 | | |
| 14 | 3 | | Full review | | |
| 15 | 3 | | Final Examination | | |

11. Course Evaluation

Score distribution from 50:

- First Exam
- Paper II
- 5 shades
- Case study of international companies 5 marks

12. Learning and Teaching Resources

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| Required textbooks | International Business Administration – General Entrance, Dr.Ali Abbas , 2016 |
| Main reference | International Business Management: Succeeding in a Culturally Diverse World, 2018 , Kamal Fatehi Jeongho Ch. |
| Support reference | International Business Administration, Dr.Ali Ibrahim Al-Khader , 2010 , Raslan House for Printing and Publishing , Syria –Damascus . |
| Electronic references, websites ,..... | Iraqi Academic Journals Website – Topics of International Business Administration. |