



Department of Business Administration
College of Business Administration
University of Cihan- Sulaimaniya

Subject: International Management
Course Book – Year 2023- 2024.

Lecturer's name : Blesa Ibrahim mohammed

Academic Year: 2020/2021

Course Book

1. Course name	International Management
2. Lecturer in charge	Blesa Ibrahim mohammed
3. Department/ College	Business administration
4. Time (in hours) per week	3 hour
5. Office hours	
6. Course code	
7. Teacher's academic profile	<p>Personal Statement: Marketing Researcher, Computer skills , Excellent, problem solving and communication skills, Leading diversity in team and,project, Organizing and developing individual and group abilities and skills.</p>
8. Keywords	
<p>9. Course overview: SCOPE& SIGNIFICANCE OF PERSONAL SELLING AND SALES MANAGEMENT</p> <p>The study of international management is gaining importance as firms expand their operations globally. The International management course is designed to help students learn the fundamentals of international business strategies and cross-cultural management. Further, throughout the course, students are expected to develop a sense of ease to engage in business in a multicultural business management environment.</p>	

10. Course objective:

Upon the successful completion of this course, students will be able to:

1. Use the fundamental vocabulary and theoretic frameworks to understand the corporate strategic decisions and cross-cultural management in the world of international business.
2. Develop cross-cultural intelligence and sensitivity to interact with people from different cultures.

11. Student's obligation

- 1- Students will be required to provide a summary of each chapter that will be discussed in class to see their understanding of the lecture.
- 2- Quizzes will be given at the end of each chapter to test students' knowledge of the subject. Case studies will be given to students to analyse and provide summary of the case.

12. Forms of teaching

1- Class time is primarily devoted to lectures, using Power Point presentation. Also, data show will be used in the lecturers, presentation.

13. Assessment scheme

Midterm Examination	30 %
Paper, Quiz, Project	10 %
Lab exam	**%
Final Practical Examination	**%
Final theory exam	60 %

14. Student learning outcome:

After this course , the students will be able to understand the followings:

- 1- Introduction to International Management
- 2- The Internationalization Process
- 3- The Global Business Environment
- 4- The World of International Trade
- 5- Global Sourcing Strategy: R&D, Manufacturing, and Marketing Interfaces

15. Course Reading List and References:

- 1- Text: International Management, Author: Phatak, Copyright 09, Edition
- 2- ISBN:9780073210575 Additional readings: Cafescribe 2.0- International Management, Author: Phatak, Edition
- 3- Students will be expected to stay abreast of articles published in business and other publications or reported through other media (e.g., television, internet, etc.) as they pertain to international business.
- 4- Churchill, Gilbert A., Jr., Neil M. Ford, and Orville C. Walker, Jr. Sales Force

Management: Planning, Implementation, and Control. 3rd ed. Irwin, 1990.

Petrone, Joe. *Building the High Performance Sales Force.* Productivity Management

Read more: <http://www.referenceforbusiness.com/small/Qu-Sm/Sales-Management.html#ixzz4QUOnvuWg>

16. The Topics:

Lecture No	Topic
3-2-2024	The Internationalization Process
10-2-2024	- defamation of International Management
17-2-2024	- The Global Business Environment
24-2-2024	- The World of International Trade
3-3-2024	- Global Sourcing Strategy: R&D, Manufacturing, and Marketing Interfaces
10-3-2024	- The Impact of Globalization on the Organization of Activities
30-3-2024	-- The Evolving Multinational
3-4-2024	Exam
-4-2024	Political and cultural differences
-5-2024	- Global competition
-5-2024	- Increasing gap between supply and demand of natural resources
-5-2024	- Challenge for governments to develop policies for economic growth and financial stability
-5-2024	- Critically assess the developments, advantages, and disadvantages of globalization
-6-2024	- increased productivity and consumption in developed countries
Final Examination	

Main Lecturer incharged

Head of The Department

