

Philadelphia University	 PHILADELPHIA UNIVERSITY <small>THE WAY TO THE FUTURE</small>	Approved Date: 18/9/2024
Faculty: Business		Issue: 1
Department: Business Administration		Credit Hours: 3 hours
Academic Year: 2024/2025		Degree: Bachelor

Course Information

Course No.	Course Title		Prerequisite	
0330441	International Business Management		90 hours	
Course Type			Class Time	Room No.
<input type="checkbox"/> Univirsity Requirement	<input type="checkbox"/> Fucilty Requirement	<input checked="" type="checkbox"/> Compulsory	09:45-10:35 Saturday - Monday	
<input type="checkbox"/> Major Requirement	<input type="checkbox"/> Elective			
Course Level*			Hours No.*	
<input type="checkbox"/> 6 th	<input checked="" type="checkbox"/> 7 th	<input type="checkbox"/> 8 th <input type="checkbox"/> 9 th	92	

Instructure Information

Name	Office No.	Phone No.	Office Hours	E-mail
Dr. Shadi Altahat	32418	2251	Saturday – Tuesday 09:00-1400	saltahat@philadelphia.edu.jo

Course Delivery Method

<div><input checked="" type="checkbox"/> Blended</div> <div><input type="checkbox"/> Online</div> <div><input type="checkbox"/> Physical</div>			
Learning Model			
Percentage	Synchronous	Asynchronous	Physical
	-----	30%	70%

Course Description

This course focuses on the principles and practices of managing businesses in a globalized world. It covers essential topics such as global trade, international finance, cross-cultural communication, and global marketing strategies. Students will learn how to navigate the complexities of different markets, manage multinational teams, and develop strategies for successful global operations. The course is designed to prepare students for careers in international management, business consulting, and global entrepreneurship, providing them with the skills to thrive in a competitive international business environment.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Define the basic concepts, principles and practices associated with International Business Management.	Kp1
K2	Describe the international management methodologies (qualitative and quantitative) that support the provision of creative solutions to business problems.	Kp2
K3	Description of professional knowledge of international quality standards and accreditation in international business organizations.	Kp3
Skills		
S1	Communicating effectively in all forms, written, visual and oral, for operating efficiently in the business environment.	Sp1
S2	Using critical thinking skills in making administrative decisions and solving problems and issues of individuals, work and society	Sp3
Competencies		
C1	Formulating effective strategies for competing in diverse international markets, considering cultural differences, economic conditions, and global competition. and making decisions in line with ethical practices .	Cp1

Learning Resources

Course Textbook	<ul style="list-style-type: none"> Strategic International Business: The Challenges of Globalization (2023). Pearson
Supporting References	<ul style="list-style-type: none"> International Business, by Collinson, Narula, Qamar and Rugman 9th edition. Published by Pearson (July 25, 2024) الادارة الدولية / لبنان الشامي/2007 أسس الادارة الدولية: مدخل استراتيجي لوظائفها الادارية/ رابعة, غازي الزعبي, خالد يوسف/2019/pearson
Supporting Websites	www.ebsco.com http://library.philadelphia.edu.jo/ST_EN.htm https://bit.ly/3vblsIH (APA7 Referencing)
Teaching Environment	<input checked="" type="checkbox"/> Classroom <input type="checkbox"/> laboratory <input type="checkbox"/> Learning Platform <input type="checkbox"/> Other

Meetings and Subjects Time Table

Week	Topic	Learning Method*	Task	Learning Material
1	<ul style="list-style-type: none"> Course introduction 	<ul style="list-style-type: none"> Orientation 	<ul style="list-style-type: none"> Introduce the instructor Meet students Class ground rules Syllabus introduction 	<ul style="list-style-type: none"> Syllabus
2		<ul style="list-style-type: none"> Lecture 	<ul style="list-style-type: none"> Read chapter 	<ul style="list-style-type: none"> Chapter 1

	<ul style="list-style-type: none"> Identify the types of companies active in international business. Explain globalization and the significance of global markets and production. 	<ul style="list-style-type: none"> Collaborative learning Problem solving based learning 	<ul style="list-style-type: none"> Discussions Mind mapping and Brainstorming 	<ul style="list-style-type: none"> Globalization Today
3	<ul style="list-style-type: none"> Detail the forces that drive globalization Summarize the main arguments in the debate about globalization. Identify the skills this course will help you develop for your career. 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussion Video 	<ul style="list-style-type: none"> Chapter 1 Globalization Today
4	<ul style="list-style-type: none"> Summarize the main theories of ethics that are important to international business. Explain ways to resolve ethical dilemmas and foster ethical business decisions. Describe the main elements of corporate social responsibility and stakeholder theory. 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussion Mind mapping and Brainstorming Homework 1 	<ul style="list-style-type: none"> Chapter 2 Ethics, Social Responsibility, and Sustainability
5	<ul style="list-style-type: none"> Explain the importance international firms place on sustainability and climate change. Describe several additional issues international managers can face daily in their jobs 	<ul style="list-style-type: none"> Problem solving based learning Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussion Quiz 	Chapter 2 Ethics, Social Responsibility, and Sustainability
6	<ul style="list-style-type: none"> Explain culture and the need for cultural knowledge Summarize the cultural importance of values, attitudes, and behavior 	<ul style="list-style-type: none"> Problem solving based learning Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussion Case study (ten marks) Assessment in 6th week(Sp3) 	Chapter 3 Cross-Cultural Business
7	<ul style="list-style-type: none"> Describe the roles of social structure and education in culture. Outline how the major world religions can influence business 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussions 	Chapter 3 Cross-Cultural Business.
8.a	<ul style="list-style-type: none"> Explain the importance of personal communication to international business. 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussions 	<ul style="list-style-type: none"> Chapter 3 Cross-Cultural

	<ul style="list-style-type: none"> Describe how firms and culture interact in the global workplace. 			Business
8.b	<ul style="list-style-type: none"> Mid term Exam 			
	<ul style="list-style-type: none"> Describe the key features of each form of political system.. 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussions 	<ul style="list-style-type: none"> Chapter 4 Political, Economic, and Legal Systems
9	<ul style="list-style-type: none"> Explain how the three types of economic systems differ Summarize the main elements of each type of legal system 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussions 	<ul style="list-style-type: none"> Chapter 4 Political, Economic, and Legal Systems
10	<ul style="list-style-type: none"> Outline several key legal issues important for international business. 	<ul style="list-style-type: none"> Lecture Collaborative learning Problem solving based learning 	<ul style="list-style-type: none"> Read chapter Discussion Mind mapping and Brainstorming Homework 2 	<ul style="list-style-type: none"> Chapter4 Political, Economic, and Legal Systems
11	<ul style="list-style-type: none"> Describe the nature of international trade Explain how mercantilism worked and identify its inherent flaws. . 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Group Discussion One minute paper 	<ul style="list-style-type: none"> Chapter5 International Trade Theory
12	<ul style="list-style-type: none"> Detail the theories of absolute advantage and comparative advantage. Summarize the factor proportions theory of trade. Explain the international product life cycle theory. 	<ul style="list-style-type: none"> Lecture Collaborative learning Problem solving based learning 	<ul style="list-style-type: none"> Read chapter Discussion 	<ul style="list-style-type: none"> Chapter 5 International Trade Theory
13	<ul style="list-style-type: none"> Outline the new trade theory and the first-mover advantage Describe the national competitive advantage theory and the Porter diamond. 	<ul style="list-style-type: none"> Lecture Flipped class 	<ul style="list-style-type: none"> Read chapter Moc-prsentation Peer review 	<ul style="list-style-type: none"> Chapter 5 International Trade Theory
14	<ul style="list-style-type: none"> Describe the elements to consider when formulating production strategies Outline the issues to consider when acquiring physical resources. 	<ul style="list-style-type: none"> Lecture Collaborative learning 	<ul style="list-style-type: none"> Read chapter Discussions Team work project (Presentation) 	<ul style="list-style-type: none"> Chapter 6 Managing International Operations
15	<ul style="list-style-type: none"> Identify the key production matters that concern managers 	<ul style="list-style-type: none"> Lecture Collaborative 	<ul style="list-style-type: none"> Read chapter Discussions 	<ul style="list-style-type: none"> Chapter 6 Managing •

	<ul style="list-style-type: none"> Explain the potential ways to finance business operations. 	learning	<ul style="list-style-type: none"> Presentation 	International Operations
16	Final Exam			

*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

Course Contributing to Learner Skill Development

Using Technology
<ul style="list-style-type: none"> Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations. Students will use the internet search engines to capture needed data and information to perform their assignments. Students will use the electronic email for submitting the required documents.
Communication Skills
<ul style="list-style-type: none"> Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.
Application of Concept Learnt
Students will reflect on the acquired knowledge of “strategic management Skills” concepts, principles, and models using andragogy (Adult learning theory)(i.e Experiential and project-based learning).

Assessment Methods and Grade Distribution

Assessment Methods	Grade	Assessment Time and details (Week No.)	Course Outcomes to be Assessed
Mid Term Exam	% 30	8th week	K1, K2,K3
Term Works*	% 30	10% Quiz	K1,K2,K3, S1, S2,C1
		10% Homeworke (Case Study)	
		10% Team work project (Presentation)	
Final Exam	% 40	16th week	K2, K3, S1,C1
Total	%100		

* Include: quizzes, in-class and out of class assignment, presentations, reports, videotaped assignment, group or individual project.

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Define the basic concepts, principles and practices associated with International Business Management.	<ul style="list-style-type: none"> • Lecture • Collaborative learning • Problem solving based learning 	<ul style="list-style-type: none"> • Exam • In-class Activities
K2	Describe the international management methodologies (qualitative and quantitative) that support the provision of creative solutions to business problems.	<ul style="list-style-type: none"> • Lecture • Collaborative learning 	<ul style="list-style-type: none"> • Exam • In-class Activities
K3	Description of professional knowledge of international quality standards and accreditation in international business organizations.	<ul style="list-style-type: none"> • Lecture • Collaborative learning • Problem solving based learning 	<ul style="list-style-type: none"> • Exam • In-class Activities • Assignment
Skills			
S1	Communicating effectively in all forms, written, visual and oral, for operating efficiently in the business environment.	<ul style="list-style-type: none"> • Collaborative learning • Problem solving based learning. 	<ul style="list-style-type: none"> • In-class activities • Individual and group assignment
S2	Using critical thinking skills in making administrative decisions and solving problems and issues of individuals, work and society.	<ul style="list-style-type: none"> • Collaborative learning • Problem solving based learning. 	<ul style="list-style-type: none"> • In-class activities • Individual and group assignment
Competencies			
C1	Formulating effective strategies for competing in diverse international markets, considering cultural differences, economic conditions, and global competition. and making decisions in line with ethical practices	<ul style="list-style-type: none"> • Flipped class • Project based learning • problem solving based learning 	<ul style="list-style-type: none"> • In-class activities • Role play • Group Assignment

*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Policies

Policy	Policy Requirements
Passing Grade	The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	<ul style="list-style-type: none"> • Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his/her final mark. • Anyone absent from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his/her excuse within a week from

	<p>the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student.</p> <ul style="list-style-type: none"> Anyone absent from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his/her excuse within three days from the date of holding that exam.
Attendance	<p>The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his/her result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that The article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.</p>
Academic Integrity	<p>Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.</p>

Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level
Kp2	Describe the international management methodologies (qualitative and quantitative) that support the provision of creative solutions to business problems	International business Administration	Team work project	75% of students achieve a grade of 7 or highe
Sp3	Using critical thinking skills in making administrative decisions and solving problems and issues of individuals, work and society	International business Administration	Case study	80% of students get a grade of 70% or above.

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment
Kp2	<ul style="list-style-type: none"> A Team work project (ten-mark) in the 14th week of the semester
Sp3	<ul style="list-style-type: none"> Case study (ten marks) Assessment in 6th week

Assessment Rubric of the Program Learning Outcomes

Kp2:The Teamwork Assessment (TwA) is a tool used by Course Instructors

(called Advisers) to monitor team dynamics and encourage best practices for teamwork within their classes.

Sp3: Case study Assessment. Case studies and scenario-based assessments allow students to apply their theoretical knowledge to a real organisational issue. They're powerful learning tools requiring learners to draw from their own experiences and skills to analyse and respond to a situation

