

Course Title	INTERNATIONAL BUSINESS
Course Code	BUS 221
Course Purpose and Objectives	The purpose of this course is to deliver students with an understanding and knowledge of international business environment and practices and to provide an analysis of the parameters and factors impacting international business in the current competitive environment. Students will be equipped with the skills and knowledge required in the decision making of international business.
Learning Outcomes	<ol style="list-style-type: none"> 1. Identify the international business environment and practices. 2. Describe the political, cultural, economic and legal environment in regards to international business. 3. Discuss the environmental parameters and factors impacting international business in the current competitive environment. 4. Explain the decision making process and components of international business strategy. 5. Explain the strategies for entering foreign markets.
Course Content	<ul style="list-style-type: none"> • An overview of the international business • The political and legal environments facing business • The economic environment • National trade policies • International cooperation among nations • The strategy of international business