



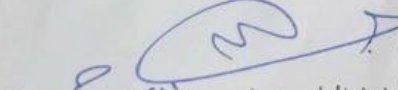
Ministry of Higher Education and Scientific Research
Scientific supervision and evaluation device
Department of Quality Assurance and Academic Accreditation
Accreditation Department

Academic program description

2024

نموذج وصف البرنامج الأكاديمي

اسم الجامعة: جامعة
الكلية/ المعهد: كلية .. كوت الجامعة
القسم العلمي: قسم إدارة الأعمال
اسم البرنامج الأكاديمي او المهني: بكالوريوس في إدارة الأعمال
اسم الشهادة النهائية: بكالوريوس في إدارة الأعمال
النظام الدراسي: كورسات
تاريخ اعداد الوصف:
تاريخ ملء الملف:

التوقيع: 
اسم المعاون العلمي: أ. م. عبد الرحمن عبد الرحمن
التاريخ: 2024/6/1

التوقيع: 
اسم رئيس القسم: د. صالح العاصمي
التاريخ: 2024/6/1
تأسس 2012 م - 1433 هـ

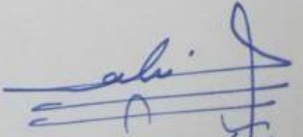
دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: د. م. محمد سعد مخلوف

التاريخ: 2024/6/1

التوقيع


2024

مصادقة السيد العميد

Course description

Striving to provide an intellectual and practical framework for the most prominent intellectual themes and practical practices of international business management that provides the student with the integrated cognitive framework required to develop his core capabilities and enhance his intellectual capital by using the skills of analysis and practical deduction based on study cases and in a way that enables him to keep pace with international developments in the business management environment and its competitiveness.

The course focuses on analyzing the concepts of international business management, international public management and world-class companies - explaining the importance of international business management and the most prominent goals it aspires to achieve - identifying the characteristics of international business management and the most prominent constraints it faces - identifying the most prominent internal and external challenges of international business management. The course includes a focus on Levels and models of international business management companies International organizations and international business management. It includes a study International human resources management And International Marketing Management And International financial management.

Kut University College	Educational institution .1
Business Management	University .2 department/center

International Business Administration	Course name/code .3
stageFourth- business management	Programs in which it is .4 included
classrooms	Available attendance .5 forms
coursethe first	Semester/year .6
(3Hours per week	Number of study hours .7 (total)
2/2/2023	Date this description was prepared

Course objectives .8

This course aims to provide students with a general and in-depth overview of the intellectual foundations of international business management and its most prominent current models and organizations and agreements related to it, as well as culture and knowledge and its types, the personalities of negotiators, the most prominent negotiating strategies and tactics in it, the map of stakeholders, and strategies for entering international markets. The course also aims to Introducing the reader to the activities or operations of international business management from a global perspective, such as human resources management, marketing, operations, and financial management.

9- Course outcomes and teaching, learning and evaluation methods

A- Knowledge and understanding

- Knowledge of the concept of international managementAnd its models ▪
- Knowledge of international management applications ▪
- Knowledge of international management strategy ▪
- Knowledge of the functions of international companies ▪

B - Subject-specific skills

- View some sources on e-business management and study previous topics (case ▪ studies)
- Encourage students to ask questions in a professional manner.Andpresentation ▪ And solveDuties
- Urging students to take the initiative and share their opinion on course topics ▪
- Urging students and accustoming them to accessing information sources on the ▪

Internet regarding course topics and related topics.

C- Thinking skills

- Develop analytical and creative thinking skills
- Special thinking skills in international management and how to apply them

Teaching and learning methods

- The lecture was presented by the subject teacher and allowed the students to participate in questions and answer the questions asked in joint scientific exercises and reports. Allocating part of the course exercises for the student to solve
- View examples of various local and international establishments and link them to what the student has learned.
- Brainstorming by asking some questions, raising some issues in the lecture, and involving students in answering and discussing them. (Rings Discussion.- Role playing.)
- Urging students to ask questions in a professional manner and to take the initiative and share their opinion on course topics.
- Asking the student to read readings related to the topics presented in the course in English.
- Urging students and accustoming them to accessing information sources on the Internet regarding course topics and related topics.

Evaluation methods

- Daily participation and exams - monthly exams - commitment to attendance, solving assignments, solutions to study cases, and the final semester exam.
- Preparing a file with the professor that includes a sample of students' work, including high, average, and poor performance

General and qualifying transferable skills (other skills related to employability and personal development)

- Cultivating the student's self-confidence and the spirit of initiative and contributing to providing assistance to others. And the. Developing persuasion and persuasion skills.
- Developing leadership and influencing skills
- Teamwork skills. Holding discussion panels and workshops for department professors to exchange opinions about the education process.

10. Course structure

Evaluation method	Teaching method	Name of the unit/course or subject	Required learning outcomes	hours	the week
<p align="center">Daily participation and discussions and a monthly Kozo exam</p>	<p align="center">Introduction - The lecture is divided into several topics and supported by examples PowerPoint and Use Questions and Discussion for Homework - Summary</p>	<p align="center">The intellectual and conceptual umbrella for international business management The importance and objectives of international business management Characteristics of international business management Challenges of international business management</p>	<p align="center">Analysis of the concepts of international business management, international public management and global class companies-Explain the importance of international business management The most prominent goals you aspire to achieve- Identify the characteristics of international business management and the most prominent constraints it faces Identify the most prominent internal and external challenges of international business management</p>	<p align="center">3+3</p>	<p align="center">the first And the second</p>
<p align="center">Daily participation and discussions and a monthly Kozo exam</p>	<p align="center">Introduction - The lecture is divided into several topics and supported by examples PowerPoint and Use Questions and Discussion for Homework - Summary</p>	<p align="center">Levels and models of international business management companies</p>	<p align="center">Understanding the company's depth in conducting international business activity, and the roles played by local branches in cross-border companies.</p>	<p align="center">3</p>	<p align="center">the third</p>
<p align="center">Daily participation and discussions and a monthly Kozo exam</p>	<p align="center">Introduction - The lecture is divided into several topics and supported by examples PowerPoint and Use Questions and Discussion for Homework - Summary</p>	<p align="center">International organizations and international business management - World Trade Organization International organizations and international</p>	<p align="center">The World Trade Organization and its role in international business management issues and its most prominent characteristics-The International Monetary Fund and its role in international business management issues</p>	<p align="center">3</p>	<p align="center">the fourth</p>

		<p>business management - International Monetary Fund International organizations and international business management - The World Bank International and regional agreements</p>	<p>and its most prominent characteristics-The World Bank and its role in international business management issues and its most prominent characteristics- Reviewing the most prominent international and regional agreements related to international business management</p>		
a test		The exam is the first month			Fifth
<p>Daily participation and discussions and a monthly Kozo exam</p>	<p>Introduction - The lecture is divided into several topics and supported by examples PowerPoint and Use Questions and Discussion for Homework - Summary</p>	<p>Culture and multicultural companies The role that culture plays in international business companies Hofstede's model for managing organizational culture in international business companies Lewis model for managing organizational culture in international business companies</p>	<p>Explaining what organizational culture is, multicultural companies, and managing culture shock- The role that culture plays in international business companies and their types Understanding the basic steps of culture management in light of the Hofstede model in international business companies and the most prominent dimensions contained in the model. Understanding the basic steps of culture management in light of the Lewis model in international business companies</p>	3	<p>VI And the seventh</p>

<p>Daily participation and discussions and a monthly Kozo exam</p>	<p>Introduction - The lecture is divided into several topics and supported by examples PowerPoint and Use Questions and Discussion for Homework - Summary</p>	<p>Negotiation in international business companies Negotiating personalities in international business companies Negotiation strategies in international business companies Negotiating tactics in international business companies</p>	<p>Learn about the concept of negotiation, its types and characteristics Explaining the most prominent characteristics and characteristics related to negotiating personalities in international business companies Explaining the most prominent types of negotiation strategies, temporal and spatial, in international business companies Highlighting the negotiating tactics used by international business companies</p>	<p>3</p>	<p>VIII Ninth</p>
<p>Daily participation and discussions and a monthly Kozo exam</p>	<p>Introduction - The lecture is divided into several topics and supported by examples PowerPoint and Use Questions and Discussion for Homework - Summary</p>	<p>International business strategies</p>	<p>Explaining the most important basic terms in international business strategies and trends in competitive action- Clarifying the concept and explaining its difference from the general term, along with an explanation of its most prominent characteristics and common patterns around the world</p>	<p>3</p>	<p>The tenth</p>
<p>Explaining the most important basic terms in international business strategies and trends in competitive action</p>	<p>Introduction - The lecture is divided into several topics and supported by examples PowerPoint and Use Questions and Discussion for Homework - Summary</p>	<p>Strategic leadership Stakeholders Entry strategies into international markets</p>	<p>Strategic leadership The concept of stakeholders, their characteristics, their map and according to their matrix The most prominent methods that facilitate the penetration of international business companies into local and international markets</p>	<p>3</p>	<p>eleventh</p>
<p>a test</p>		<p>The second monthly exam</p>			<p>twelveth</p>

Daily participation and discussions and a monthly Kozo exam	Introduction - The lecture is divided into several topics and supported by examples PowerPoint and Use Questions and Discussion for Homework - Summary	International Business Operations - International Human Resources Management	The concept of international human resources management and the most prominent new roles it plays and the challenges it faces	3	Thirteenth
Daily participation and discussions and a monthly Kozo exam	Introduction - The lecture is divided into several topics and supported by examples PowerPoint and Use Questions and Discussion for Homework - Summary	International Business Operations - International Marketing Management	The concept of international marketing management and the most prominent new roles it plays and the challenges it faces	3	fourteenth
Daily participation and discussions and a monthly Kozo exam	Introduction - The lecture is divided into several topics and supported by examples PowerPoint and Use Questions and Discussion for Homework - Summary	International business management operations - international financial management	The concept of international financial management, the most prominent new roles it plays and the challenges it faces	3	Fifteenth
a test		Examination for the second final semester - Course 2			30

Infrastructure .9

<u>International Business Administration: An integrated methodological introduction(2013), Dr. Ahmed Ali Saleh, Wael Publishing House, first edition, Amman, Jordan.</u> <u>Introduction to International Business Administration, written by Prof. Dr. Ahmed Abdel Rahman Ahmed</u>	Required readings: Basic texts ▪ Course books ▪ Other ▪
business Insider, www.businessinsider.com harvard business review, www.hbr.org ivey Business Review, www.iveybusinessreview.ca	Special requirements (including, for example, workshops, periodicals, software, and websites)