

COURSE SYLLABUS (BUS 215: FUNDAMENTALS OF INTERNATIONAL BUSINESS)															
General Information	<p>Course Lecturer: Dr. E. J. Ogidi Email: ogidie@unijos.edu.ng Website: elearn.unijos.edu.ng Consultation: Wednesday: 12:00 – 2:00 Contact Hours: Wednesday: 12:00 – 2:00</p>														
Course Description	<p>This is a two-credit unit course offered by undergraduate students of Business Administration, University of Jos. The course aims at equipping students with the requisite practical knowledge of international business and the global business environment.</p>														
Learning Outcomes	<p>The course aims to:</p> <ul style="list-style-type: none"> ▪ develop in students a working knowledge of the global business environment, including its economic, political, legal and socio-cultural components ▪ provide students conceptual frameworks for analysing business opportunities globally and across countries in different stages of economic development ▪ analyse the challenges that businesses face when entering foreign markets and competing against local firms and other international companies ▪ develop in students an appreciation of the special characteristics of the multinational firm and how it operates across diverse national and societal settings ▪ develop in students the ability to think strategically about leveraging various country differences to create worldwide competitive advantages. 														
Course materials	<p>Major components of the course include:</p> <ul style="list-style-type: none"> ▪ course guide ▪ study units ▪ suggested readings (journal papers, books, etc) ▪ short videos 														
Communication	<p>Communication is critical to learning. Students are therefore encouraged to contact the course lecturer via email with any questions or concerns. Students will also have the opportunity to discuss course related issues in the classroom and during contact hours. Course materials will be shared on the class platform.</p>														
Prerequisite	<p>This course requires that students have only a basic knowledge in business, and this is fulfilled via BUS 121 – Introduction to Business I & II</p>														
Evaluation	<p>The course evaluation is structured as follows:</p> <table> <thead> <tr> <th><u>ITEMS</u></th><th><u>WEIGHT</u></th></tr> </thead> <tbody> <tr> <td>▪ Class Attendance</td><td>5%</td></tr> <tr> <td>▪ Participation in class</td><td>5%</td></tr> <tr> <td>▪ Class Test</td><td>20%</td></tr> <tr> <td>▪ Essay/Assignment</td><td>10%</td></tr> <tr> <td>▪ Exams</td><td>60%</td></tr> <tr> <td>TOTAL</td><td>100%</td></tr> </tbody> </table>	<u>ITEMS</u>	<u>WEIGHT</u>	▪ Class Attendance	5%	▪ Participation in class	5%	▪ Class Test	20%	▪ Essay/Assignment	10%	▪ Exams	60%	TOTAL	100%
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Grading	<u>SCORE RANGE</u>	<u>GRADE</u>	<u>REMARK</u>
	70 – 100	A	PASS
	60 – 69	B	PASS
	50 – 59	C	PASS
	45 – 49	D	PASS
	00 – 44	F	FAIL
Reading Materials	<p>There are no compulsory books for the course. However, you are encouraged to consult some of those listed for further reading:</p> <ul style="list-style-type: none"> ▪ Czinkota, M. R., Ronkainen, I. A., & Gupta, S. (2021). International business. Cambridge University Press. ▪ Cavusgil, S. T., Knight, G., Riesenberger, J. R., Rammal, H. G., & Rose, E. L. (2014). International business. Pearson Australia. 		

COURSE OUTLINE	
Week 1: 25/01/22	The nature and history of International Business including the concept of Globalization, Internationalization, meaning and importance of International Business
Week 2: 01/02/22	International Trade and Theories of International Trade
Week 3: 08/02/22	Multilateral Regulation of Trade and Investment / Balance of Payment
Week 4: 15/02/22	Regional Economic Integration
Week 5: 22/02/22	Modes of International Business including Foreign Direct Investment (FDI), Multi-National Corporations (MNCs)
Week 6: 01/03/22	International Business Environment
Week 7: 08/03/22	Global Marketing
Week 8: 15/03/22	Future of World Trade and COVID-19 Pandemic