

ACADEMIC YEAR: 2026/ 2027

SEMESTER: FALL-2026

PROGRAM NAME: EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

COURSE SYLLABUS: INTERNATIONAL BUSINESS

INSTRUCTOR:

Name : **Dr. Stephen Mark Rosenbaum**

Office Location :

Email : S_Rosenbaum@yu.edu.sa

Office Hours :

Course Code : **BUS 535**

Course Name : **International Business**

Course Leader : **Dr. Prasad Varanasi**

Sections : **2**

Credit Hour : **2**

Class Schedule : **Thursday to Monday - 5 pm to 11 pm**

COURSE PRE-REQUISITE

Nil

COURSE DESCRIPTION

By analyzing real cases from around the world, this course illustrates the principles of sustainable global enterprise and provides guidance on how to diagnose and define the appropriate strategies to deal with global conditions and changes, how to develop inclusive businesses, and how to organize for sustainable growth.

COURSE LEARNING OUTCOMES (CLOs)

By the end of this course, you will be able to

1. Understand and analyze different economic systems, trade theories, and international business environments. (K1)
2. Gain knowledge about various cultural norms, business etiquettes, and negotiation practices in different countries and the influence of these culture factors on Organizations International Business. (K2)
3. Enhance skills in resolving complex international business challenges with innovative and culturally sensitive solutions. (S1)

4. Ability to analyze international market trends, assess risks, and develop strategic plans for global business operations. (S2)
5. Gain skills to apply international business concepts and theories to solve practical problems and business cases. (S3)
6. Work effectively in a group setting, exercise leadership where appropriate, and demonstrate high moral standards throughout the duration of the course. (V1)

LEARNING AND TEACHING METHODOLOGIES (LTM)

1. Traditional Lecture Delivery (TL)
2. Digital and Multimedia Learning Resources (DML)
3. Project-Oriented Learning Approach (POL) – Cases, Assignments, Projects.

Weekly Course Topics and Schedule:

Week	Topic, Content and Assessment	LTM1	LTM2	LTM3	LTM4
Day 1	An introduction to international business.	TL	DML		
Day 1	Cultural Environment of International Business	TL	DML		
Day 2	Theories of International Trade and Investment	TL	DML	POL	
Day 2	Government Intervention and Regional Economic Integration	TL	DML	POL	
Day 3	Strategy and Organization in the International Firm	TL	DML	POL	
Day 3	Global Market Opportunity Assessment MID EXAM	TL	DML	POL	
Day 4	Licensing, Franchising, and Other Contractual Strategies	TL	DML	POL	
Day 4	Human Resource Management in the Global Firm	TL	DML	POL	
Day 5	Case Discussion and Final Exam	TL	DML	POL	

--	--	--	--	--	--

Final assessment

COURSE ASSESSMENT SPECIFICATIONS

Your grade is based upon successful completion of the following course assessment. (Ref: Examination Policy and procedures V2.1: Article 12, page 11)

#	Course Assessment Method	Weight	Due Date	CLO
1	Final Exam	60%	Sunday Sept. 20	1, 2 & 4
2	Group Project	40%	Monday Sept. 21	3 & 5
	Total	100%		

ASSESSMENT POLICIES

- Submission deadlines must be respected
- Academic integrity rules apply to all assessments

GRADING SCALE FOR FINAL GRADE

Scale	95 -100	90-94	85-89	80-84	75-79	74-0	Withdrawn	In-complete	Denied
	A+	A	B+	B	C+	F	W	IC	DN
	4.00	3.75	3.50	3.00	2.50	0.00			

LEARNING RESOURCES:

1. **Required Textbook:** International Business: The New Realities, Global Edition, 6th , By S Tamer Cavusgil, Gary Knight and John R. Riesenberger, © Pearson Education Limited 2024.
2. Recommended References: International Business, 3rd Edition ISBN10: 1264067526 | ISBN13: 9781264067527, By Michael Geringer, Jeanne McNett, © 2023.
3. Electronic Materials, Web Sites etc.: <http://LMS.yu.edu.sa/>

ATTENDANCE AND DN POLICY

Policy

This policy clarifies the rules and regulations associated with attendance and dismissal from a course for failure to meet YU attendance requirements.

The student's attendance is managed by the "Attendance and DN Policy". Details of YU policies can be check at the following link <https://yu.edu.sa/about/policies/> .

Summary of the attendance and DN policy:

- Once a student is recorded absent for 20% of the attendance period in any course, the student will receive a Denial (DN) in the course.

- The student will receive a notification and his/her status changed in Edugate from Regular to Prohibited.

MAKE UP EXAM POLICY

1. Failure to attend any course assessment will result in a zero score for that assessment.
2. A student who misses any course continuous assessment with an accepted excuse according to YU policy is eligible to apply for a make-up exam within three working days after the exam date. All medical excuses must be stamped by the Ministry of Health.
3. The decision on the all-course assessment make-up application will be initiated by the Examination Committee.

CLASS MANAGEMENT POLICY

1. Students must attend all scheduled classes to ensure proper understanding of the course material.
2. Student participation through questions and discussion is strongly encouraged. It increases class engagement and supports higher performance.
3. Students must read and prepare before coming to class.
4. Late entry and frequent leaving during lecture time affect course performance. Such behavior is not accepted.
5. Mobile phones negatively affect class engagement. Students must switch off their phones or keep them in silent mode during class.
6. Students must comply with all tasks and deadlines set by the instructor.
7. In case of absence, the student is responsible for the course material covered.
8. The YU Integrity and attendance policies will be strictly enforced.

ACADEMIC APPEAL

Students may appeal a final assessment grade by submitting a completed Grade Appeal Form to the Graduate Office. The appeal will be reviewed by the relevant committee, and a final decision will be issued.

POLICY ON PLAGIARISM AND CHEATING

1. Academic integrity is mandatory and any form of cheating or plagiarism is strictly prohibited and will not be tolerated.
2. A student will be considered in violation of academic integrity if;
 - Use or attempt to use unauthorized materials, tools, assistance, or methods
 - Copy another student's work or submit it as your own
 - Claim authorship of work created by others
 - Allow another student to copy your work
 - Use of Technology or unauthorized devices during assessments
3. Plagiarism detection software may be used to identify violations.
4. Students may use AI-generated tools such as ChatGPT only when explicitly permitted, and students must clearly state the prompt used and present all AI-generated content in red font.
5. Any confirmed violation will result in disciplinary action based on the severity of the case, which may include a zero grade for the assessment, failure in the course, suspension for one semester, or expulsion from the University.

SUPPORT AND ACCESSIBILITY

1. Academic or learning Support: Students must follow the support hierarchy when seeking academic or learning assistance by first contacting the course instructor, then the course leader, followed by the Director of Program.
2. IT Support: For technical or system-related issues, students should contact the IT Support Team.

COURSE REVIEW AND IMPROVEMENT

1. Student feedback collected through faculty teaching skills and course evaluation surveys is used to continuously improve course quality and learning outcomes.
2. Students are strongly encouraged to give this feedback careful attention, as it plays an important role in enhancing future learning experiences

IMPORTANT CONTACT INFORMATION

Course Leader	Email address	Office Contact Number	Office Number
Dr. Varanasi Prasad	v_prasad@yu.edu.sa	011 2242222, ext.3346	Graduate Faculty Office 13