

Course Description Form – International Business Administration

1. Course Name	
International Business Administration	
2. Course Sign :	
WBA-41-02	
3. Semester/year	
First Course	
4. Date of preparation of this description:	
27/9/2026	
5. Available attendance forms	
In-person + electronic (when needed, for example, giving tests)	
6. Number of study hours (total) / number of units (total) :	
3 hours / 3 units	
7. Course Admin Name	
Name: Ast. Prof. Dr. Dheyaa Falih Bannay Email: diaa.alwan@uowa.edu.iq	
8. Course Objectives	
Objectives of the course	<ul style="list-style-type: none"> Developing students' abilities to meet the requirements of work in the international business environment. Introducing the student to international business concepts. Enabling the student to understand the nature of international business and how to enter international markets. Forming a clear picture for the student about the advantages of international work and the skills required to enter these works .
9. TEACHING AND LEARNING STRATEGIES	
LEARNING STRATEGIES	1. Global Case Studies: Analyze cases of global companies that have succeeded or failed to expand internationally. 2. International Business Simulation: Application: Using simulation software where students run a virtual company and make decisions related to entry into foreign markets, international pricing, global strategy, and global supply chain management.
10. Course Structure	

Week	Hours	Intended Learning Outcomes	Module / Course Name or	method of learning	Valuation method
1	3	The student understands the fundamental nature of international business and its importance in the contemporary global economy.	International Business (Nature –Fields – Organization)	Lecture + Discussion	Direct oral questions
2	3	Understand the classical and modern theory of international trade and the impact of policies (tariffs, quotas, non-tariff barriers) on trade.	International Trade	Lecture + Participation	Quiz
3	3	Determine the components of the balance of payments (current account, capital account, financial account).	Balance of Payments and Currency Exchange Rates	Lecture + Panel Discussion	Short Report
4	3	- To distinguish between types of foreign direct investment (FDI) and indirect investment (FII). - Analyzes companies' motivations for direct investment abroad (in search of markets, resources, efficiency).	Foreign investment in developing countries	Lecture	school work, ought, duty, onus, must, task, trust, imperative, obligation, office
5	3	The student identifies key global strategies (global strategy, local multi-strategy, cross-border).	Strategic Management in Multinational Companies	Lecture + Case Study	You are on my side, aren't you?
6	3		Ex- Month 1		
7	3	The student can classify the types of political risks	Political Risk Analysis of Foreign Investment	Lecture + Discussion	Share

		(confiscation of assets, instability, change of laws).	and the Legal Environment		
8	3	<ul style="list-style-type: none"> - Structure and functions of the international financial system. - Understand how multinationals access financing and manage their liquidity globally. 	Financial Markets	Lecture + review of different organizations	Pop quiz
9	3	<ul style="list-style-type: none"> - Identify the main components of culture (language, religion, values, customs). - The influence of culture on management, negotiation, marketing and consumption patterns. 	Cultural and Social Environment for International Business	Lecture	school work, ought, duty, onus, must, task, trust, imperative, obligation, office
10	3	<ul style="list-style-type: none"> - Understand the key challenges in managing human resources across cultures. - Comparison of different employment policies (citizen vs. expatriate vs. host country citizen). 	Human Resources Development in the International Business Environment	Lecture	Short Report
11	3	<ul style="list-style-type: none"> - The possibility of factors that affect the decision to standardize or adapt the marketing mix (product, price, distribution, promotion). 	International Marketing	Lecture	Quiz
12	3	<ul style="list-style-type: none"> - Evaluates the advantages and disadvantages of ways to enter different markets (export, joint ventures, licensing, 	Access to the international business environment	Lecture	storage

		franchising, direct investment). - The most appropriate entry strategy for a given target market based on a comprehensive risk, cost and control analysis.			
13	3		Ex-2		
14	3		Full review		
15	3		Final Examination		

11. Course Evaluation

Score distribution from 50:

- First Exam
- Paper II
- 5 shades
- Case study of international companies 5 marks

12. Learning and Teaching Resources

Required textbooks	International Business Administration – General Entrance, Dr.Ali Abbas , 2016
Main reference	International Business Management: Succeeding in a Culturally Diverse World, 2018 , Kamal Fatehi Jeongho Ch.
Support reference	International Business Administration, Dr.Ali Ibrahim Al-Khader , 2010 , Raslan House for Printing and Publishing , Syria –Damascus .
Electronic references, websites ,.....	Iraqi Academic Journals Website – Topics of International Business Administration.

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