

**MAKLUMAT KURSUS UNTUK SEMESTER/PENGGAL
SEMASA COURSE INFORMATION FOR CURRENT SEMESTER/TERM**

Sesi Akademik <i>Academic Session</i>	2024/25
Semester/Penggal <i>Semester/Term</i>	1
Kod Kursus <i>Course Code</i>	CIB3003
Tajuk Kursus <i>Course Title</i>	Pengurusan Perniagaan Antarabangsa <i>International Business Management</i>
Bahasa Pengantar <i>Medium of Instruction</i>	Bahasa Inggeris <i>English</i>
Rujukan Utama <i>Main Reference</i>	- Hill, C. W., Wee, C. H., & Udayasanker, K. (2023). International Business. Mc-Graw Hill Educatio. - Quah, C.H. (2023). The Case Against Intervention. UJ Press. https://doi.org/10.36615/9781776425648 - Quah, C. H. (2021). Austrian Economics in One Lesson. Manipal Universal Press. - Quah, C. H. (2016). Eccentric Views on Money and Banking. UM Press.
Strategi Pembelajaran <i>Learning Strategies</i>	Kuliah/Lecture, Tutorial
Masa Pembelajaran Pelajar <i>Student Learning Time</i>	Bersemuka/ <i>Face to face</i> : 22 jam/ hours Tidak Bersemuka/ <i>Non-Face to Face</i> : 21 jam/hours Masa Persediaan Pelajar/ <i>Student Preparation Time</i> : 77 jam/ hours
Kemahiran Boleh Pindah <i>Transferable Skills</i>	TIADA/NONE
Pensyarah / <i>Lecturer</i> Bilik / <i>Room</i> Telefon/e-mel <i>Telephone/e-mail</i>	Quah, Chee Heong, P.hD. B2-8 quahch@um.edu.my
Sesi Kuliah / <i>Lecture Session</i> : Hari/Masa / <i>Day/Time</i> Tempat / <i>Venue</i>	
Sesi Tutorial/Amali: <i>Tutorial/Practical Session</i> : Hari/Masa / <i>Day/Time</i> Tempat / <i>Venue</i>	
Perincian Pemberatan Penilaian <i>Detail of Assessment Weightage</i>	Penilaian Berterusan / <i>Continuous Assessment</i> : Group presentation (Recorded) 1 (25%) Group presentation (Recorded) 2 (25%) Alternative Assessment : 50% Q1 (16%); Q2 (17%); Q3 (17%).

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Jadual Pengajaran/ Teaching Schedule

Minggu Week	Topik & Aktiviti Topic & Activities	Rujukan References
1	Chapter 1: Globalization	Hill, C. W., Wee, C. H., & Udayasanker, K. (2023) Chapter 1
2	Chapter 2: National Differences in Political, Economic, and Legal Systems	Chapter 2
3	Chapter 3: National Differences in Economic Development	Chapter 3
4	31 Dec 2024, Deepavali Applying Concepts: CNBC Business Case	Above Chapters
5	Chapter 4: Differences in Culture (Video Lecture) https://www.youtube.com/watch?v=wy-Pzxofww0&t=79s	Chapter 4
6	Chapter 6: International Trade Theory	Chapter 6
7	Applying Concepts: CNBC Business Case	Above Chapters
	Break	
8	Chapter 7: Government Policy and International Trade	Chapter 7
9	Chapter 11: The International Monetary System	Chapter 11
10	Applying Concepts: CNBC Business Case	Above Chapters
11	Chapter 13: The Strategy of International Business	Chapter 13
12	Chapter 14: The Organization of International Business Chapter 15: Entering Developed and Emerging Markets (Self-reading)	Chapters 14, 15
13	Applying Concepts: CNBC Business Case	Above Chapters
14	Online Self-learning: Chapter 10: The Foreign Exchange Market https://www.youtube.com/watch?v=ft9SVgplhg	Chapter 10



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Coursework (50%)

General notes:

- Tutorials are asynchronous. Members can be from different occurrences (lecture groups).
- Presenters post recorded videos on Spectrum and audience responds.
- All works are groupworks. Select a leader.
- Find out how to prepare an effective and efficient powerpoint presentation.
- Use credible online sources to guide you.
- Rubrics for presentation are posted on Spectrum. Please read carefully.

Presentation 1 (25%)

Presentation 2 (25%)

- **[Task 1]** Answer **ALL** the CRITICAL THINKING AND DISCUSSION QUESTIONS at the end of chapter, as in Tutorial Schedule.
- **[Task 2]** Provide a ten-point summary of each CLOSING CASE assigned. Be as concise as possible. Try to paraphrase or use your own words to describe the essence of the case.
- **[Task 3]** Present answers to **all questions** following the case. Use your own ideas and words.
- Post your prerecorded video presentation containing the above on Spectrum. Every member of presenting group must speak. Duration of video, maximum 30 minutes.
- Questions and comments will be posted by every member of the audience.
- **[Task 4]** Respond to each reply posted by every member of audience. Every member of presenting group must respond to a fair share of audience replies.
- Failure to implement any of the above may result in reduction of marks.
- A participation report will be generated to measure participation of every student, determining the marks earned for Q&A as found in rubric.

Tutorial Schedule

UM-PT01-MQF-BR006-S00

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(Tutorials are asynchronous on Spectrum)

We ek	Topic	URL
1	Current Management Issues with Henry Mintzberg	https://www.youtube.com/watch?v=SAP7MxGNGgl
2	Daniel Kahneman on Rational Decision Making	https://www.youtube.com/watch?v=gDArwGdex7g
3	Is globalization dying or transforming?	https://www.youtube.com/watch?v=a5qt5fFOJI0

	Presentation 1	CLOSING CASE	Group
4	Chapter 1: Globalization	Detroit Bikes	1
5	Chapter 2: National Differences in Political, Economic, and Legal Systems	China's Mixed Economy	2
6	Chapter 3: National Differences in Economic Development	What Ails Argentina?	3
7	Chapter 4: Differences in Culture	Russian Culture	4
	Break		
8	Chapter 6: International Trade Theory	Trade in Services	5
	Presentation 2		
9	Chapter 7: Government Policy and International Trade	America and Kenya Negotiate a Trade Deal	1
10	Chapter 11: The International Monetary System	Did the IMF Help Egypt?	2
11	Chapter 13: The Strategy of International Business	Geely Holdings: China's First Global Car Company	3
12	Chapter 14: The Organization of International Business	Philips: 120 Years of Organizational Change	4
13	Chapter 15: Entering Developed and Emerging Markets	Vanguard in China	5
14	Chapter 10: The Foreign Exchange Market	Exchange Rates and the Profitability of Korean Airlines	Self-practice