



MICRO-CREDENTIALS

MC-IBM104 | Micro-Credentials

Course Outline

This document provides a detailed overview of the MC-IBM104 | International Business and Logistics course, outlining its key learning objectives, instructional content, and expected outcomes. It serves as an academic guide for instructors and learners, ensuring clarity on weekly topics, competencies to be developed, and required learning resources.

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Course Name	International Business and Logistics	Contact Hours	60
Course Code	MC-IBM104	Duration	4 weeks

Objectives

To analyze the international business environment and the job functions.

Secondary objectives:

- To know what globalization is and its impact on business
- To know the important characteristics of international business (flows, factors influencing international trade)
- To know the impact of globalization on economic development of countries
- To know the main organizations involved with international business
- To know the steps that are part of an international trade operation
- To know the job function of the international trade technician
- To know the jobs, tasks, and skill sets required for international businesses

Expected Learning Outcomes

Upon successful completion of this course, students will be able to:

1. **Analyze** the global business environment to identify challenges and opportunities for international companies.
2. **Interpret** global trade data, market trends, and international flow of goods and services to support decision-making.
3. **Apply** fundamental concepts of globalization and economic development to evaluate international business scenarios.
4. **Demonstrate** understanding of import/export processes, trade documentation, and logistics operations.
5. **Assess** the roles and responsibilities of international trade professionals, identifying required skills and competencies for success.
6. **Collaborate** effectively in discussions and debates, presenting informed viewpoints on critical global business issues.
7. **Integrate** practical insights from the company site visit and guest speaker session into a professional reflection on global business practice.

Course Description

This course first introduces the general structure of a company and the concept of globalization, which examines the reality of living in a globalized world and its impact of globalization on countries, societies, and organizations. In relation to international business, the course then examines the theories surrounding international trade and the managerial implications of global trade on business operations. The main inflows of merchandise/services between countries are presented. The steps required to move goods internationally alongside the intermediaries and considerations required to do so are also discussed.

Finally, the course examines how international companies manage their human resources, including relevant tasks, roles, management, and additional considerations for international workers. Throughout the course, students will be challenged to think critically about international trade and particularly the implications of global business from a managerial perspective.

Course Content Overview

- What is globalization, its impact on global business
- Economic development
- International strategy
- Exporting and importing:
 - To examine the fundamentals of competing in the international marketplace.
 - To understand the steps involved in the import and export of goods, considering the logistical structure of a port.
- Foreign direct investment
- Human resources management and jobs required for international businesses
- Critical debates in international business

Methodological Approach

This course uses a mixed lecture-based and debate-based approach. The instructor presents students with key concepts through presentations and information related to various cases in both domestic and international business. The course will also examine case studies to help students understand the diversity of fields within international business (products, services, types of goods, various industries, transportation services, e-commerce, free trade, etc.) and appreciate the complexity involved (steps for international trade, cultural differences, managerial considerations, etc.).

Students are also expected to participate in in-class debates to explore critical topics surrounding international business today. Additionally, the course includes a site visit to a company and a guest speaker session to provide practical, real-world insights into the field.