

# BIB - INTERNATIONAL BUSINESS

## **BIB 2003 Global Business Environment (2-2-3)**

This course introduces the dynamic world of global business. Students will explore the impact of national political, economic, and cultural differences on international business operations. They will also apply key international trade and investment theories to evaluate global market opportunities and challenges. Additionally, the course examines strategies and functional decisions required for businesses to compete effectively in developing and emerging markets. Students will develop the analytical and practical skills needed to navigate the complexities of global business.

## **BIB 2103 International Business Law (2-2-3)**

A comprehensive overview of the legal principles and frameworks that underpin international business transactions and operations. Students will engage with essential topics, including contracts, trade law, governance, compliance, dispute resolution, and legal risk management in cross-border and multinational contexts. By leveraging case studies, collaborative projects, and practical simulations, students will enhance their legal analysis, advocacy, and proactive legal risk mitigation skills, preparing them to navigate the complexities of global business environments effectively.

## **BIB 3003 Project Management (2-2-3)**

Students gain knowledge of project management principles, methodologies, and business analysis frameworks while applying predictive and adaptive approaches. Using industry tools and engaging in hands-on activities, they will plan, execute, and monitor projects. Role plays and reflective practices help analyze project outcomes and develop strategies for continuous improvement to enhance project leadership skills.

**Prerequisites:** MGT 1003

## **BIB 3013 Circular Economy (2-2-3)**

A Circular Economy course tailored for a bachelor's program in International Business in the UAE. This course follows a competency-based approach, focusing on practical business skills and knowledge that students will need to operate effectively in global business environments, emphasizing sustainable practices and circular economy principles. Students will learn to integrate resource efficiency, reduce waste, and innovative business models to create value while addressing global environmental and economic challenges.

## **BIB 3023 International Marketing (2-2-3)**

This course introduces international marketing principles, focusing on strategy development in diverse cultural and global contexts. Students will analyze marketing frameworks, adapt strategies to cultural sensitivities, and explore global trends, ethics, and sustainability. Practical case studies and workshops will help students create and present strategic marketing plans for the global business environment.

**Prerequisites:** MRK 1103

## **BIB 3103 International Strategic Management (2-2-3)**

This course provides a comprehensive introduction to strategic management, focusing on key concepts, tools, and frameworks essential for analyzing and developing effective business strategies. Students will explore topics such as Porter's strategies, internal and external analysis, sustainability, ethics, and digital business strategies. Through industry-immersive activities, case studies, and scenario planning, students will enhance their ability to address global challenges, create value, and foster innovation in competitive business environments.

**Prerequisites:** MGT 1003

## **BIB 3113 International Trade and Negotiation (2-2-3)**

This course comprehensively explores the current international trade environment, emphasizing the interplay between trade theories, policies, and global economic development. Students will examine world trading arrangements, open economy dynamics, and the impact of trade-related factors on business opportunities and strategies. Through critical analysis, evaluation, and comparative studies, students will gain the skills to understand why international trade is essential to business performance and national development.

**Prerequisites:** ECO 1103

## **BIB 3123 Intercultural Communication and Leadership (2-2-3)**

This course explores intercultural communication's fundamental principles and practices and its critical role in global leadership. Students will examine key concepts such as cultural dimensions, high- and low-context cultures, and effective communication strategies across cultural boundaries. The course emphasizes understanding cultural theories, overcoming communication barriers, and fostering cultural awareness and sensitivity in leadership contexts. The course integrates applied learning, encouraging students to engage in cultural immersion and self-reflection.

**Prerequisites:** MGT 1013

## **BIB 4003 International Business Finance (2-2-3)**

International Business Finance equips students with practical tools to address financial challenges in global trade and investment. Tailored for international business students, it emphasizes real-world applications like managing currency risks, navigating international financial markets, and financing cross-border operations. The course explores trade financing mechanisms, global supply chains, and foreign investment strategies. Case studies and hands-on projects develop skills for effective decision-making in diverse economic and regulatory environments.

## **BIB 4013 Global Business Simulation (2-2-3)**

This course utilizes "The Business Strategy Game—BSG," an interactive online simulation that allows students to manage a company in a global business environment. Working in teams, students make strategic decisions in operations, logistics, market-entry, and stakeholder management, with real-time results reflected in industry reports and stock market performance. The course emphasizes teamwork, critical thinking, and strategic planning, providing hands-on experience in formulating strategies, analyzing outcomes, and presenting business results.

**Prerequisites:** OPM 2103, BIB 2003, BIB 3023

**BIB 4023 Global HRM (2-2-3)**

This course comprehensively explores the strategies and frameworks that guide human resource management in multinational and cross-border organizations. Students will examine key topics, including teamwork in global organizations, innovative talent management practices, intercultural HRM, and emerging trends in international HRM. The course emphasizes applied learning, enabling students to critically evaluate and address complex HR challenges in diverse organizational environments.

**Prerequisites:** MGT 1013

**BIB 4103 Digital Transformation (2-2-3)**

This course explores organizations' strategies, technologies, and processes for adapting and thriving in the rapidly changing digital economy. Students will learn about key concepts like digital business models, transformation frameworks, and the integration of advanced technologies into traditional business environments.

**Prerequisites:** BIS 2103

**BIB 4113 Social and Digital Entrepreneurship (2-2-3)**

This 15-week Social and Digital Entrepreneurship course comprehensively explores social and digital entrepreneurship, focusing on international business perspectives and sustainable development goals (SDGs). The curriculum integrates modern innovations like developing social, green, circular, and digital international business startups in collaboration with industry partners. The course will also cover in-depth research on the international business challenges relevant to sustainable development goals and offering human-centered sustainable startup solutions.

**Prerequisites:** BUS 2403

**BIB 4123 Global Supply Chain Management (2-2-3)**

This course comprehensively examines Global Supply Chain Management, emphasizing the strategic coordination of logistics, procurement, and operations in an interconnected world. Students will explore the complexities of global supply chains, including risk management, sustainability, and the integration of advanced technologies. Through critical analysis, case studies, and real-world applications, students will gain the skills to design, optimize, and manage supply chains that align with business goals and adapt to global challenges.

**Prerequisites:** OPM 2103

**BIB 4213 International Business Capstone Project (2-2-3)**

The International Business Capstone Project allows students to apply their knowledge to real-world challenges. Working with industry partners during their apprenticeship, students identify opportunities, create innovative solutions or prototypes, and implement them. This hands-on course builds critical thinking, project management, and problem-solving skills, preparing students for success in global business environments.

**Prerequisites:** BUS 3123

**BIB 4716 Apprenticeship I (1-20-6)**

Apprenticeship I offers students 15 weeks of immersive experience in international business environments. It focuses on applying knowledge, skills, and attitudes to real-world challenges. Through professional tasks and bi-weekly mentorship sessions, students enhance key competencies such as intercultural communication, strategic analysis, and ethical decision-making. This apprenticeship, hosted by a multinational company in the UAE or abroad, provides invaluable exposure to diverse global business contexts, preparing students for success in dynamic international markets.

**Prerequisites:** MGT 1013, WPR 0100

**BIB 4816 Apprenticeship II (1-20-6)**

Apprenticeship II builds on the foundational skills from Apprenticeship I, allowing students to take on advanced professional roles in global business environments. Over 15 weeks, students engage in projects emphasizing digital transformation, entrepreneurship, and global supply chain management. Mentorship sessions guide students in integrating their academic knowledge with practical applications, focusing on leadership, problem-solving, and sustainable business practices.

**Prerequisites:** BIB 4716, WPR 0100