**MAKERERE UNIVERSITY**

**MAKERERE UNIVERSITY BUSINESS SCHOOL**

FACULTY OF MARKETING & INTERNATIONAL BUSINESS

DEPARTMENT OF INTERNATIONAL BUSINESS & TRADE

**COURSE OUTLINE**

Program: BACHELOR OF INTERNATIONAL BUSINESS

Course name: **INTERNATIONAL BUSINESS OPERATIONS**

Course code: MRK 2103

Academic year: 2024-2025

Semester: TWO.

**Course Description**

Until the early 1980’s, most managers thought about manufacturing in terms of a paradigm whose roots went back over 100 years and whose emphasis was on mass markets, standard designs and mass production using interchangeable parts. However, with rapid evolution of worldwide competition and the pace of technological development, increasing pressures has been placed on companies and industries to change. Goods, people and information all move across the world with greater speed and frequency than ever before. Additionally, organizations of all kinds now rarely conduct all aspects of their business within the confines of their own national borders, thus the need for an in-depth and exhaustive understanding of the evolving nature of international business operations.

**Course Objectives**

By the end of this course, students should be able to:

* Understand the basic concepts of Global Manufacturing & Production networks, and demonstrate a working knowledge of the effect of Globalization in the business operations
* Understand the role of Contract Manufacturers in current business operations
* Explain Quality management concepts in relation to International Business Operations
* Examine the new market competitive dynamics & the emergences of Global Strategic Alliances
* Explain the role of disruptive innovations like 3D printing in the future of international business operations

**Learning Outcomes**

At the end of the course, students will;

* Comprehensively understand of the forces shaping global business operations
* Elucidate the business relationship between Original Equipment Manufacturers and Contract manufacturers, as well as the *dreadful* commoditization.
* Understand the role of Globalisation in shaping business operations
* In-depth understanding of the concept of global strategic alliances; cooperating while competing
* Conceptualize the position of the Quality management in international business operations

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| WEEK | CONTENT | In-charge |
| 01 | **INTRODUCTION & COURSE OVERVIEW**  **THE GLOBAL MANUFACTURING REVOLUTION**   * Craft Production * Mass Production. |  |
| 02 | **THE GLOBAL MANUFACTURING REVOLUTION**   * Mass Customization * Global-Manufacturing   **SHAPING GLOBAL OPERATIONS**   * Models of Production Networks * Attractions & hidden costs |  |
| 03 | **SHAPING GLOBAL OPERATIONS**   * Hidden costs of the Footloose production network * Choosing the right mix and avoiding the slide. |  |
| 04    05 | **CONTRACT MANUFACTURERS**   * Their Emergence & the inevitable relationship * How OEMs can cope.   **BLUE OCEAN STRATEGY**  -Concept and definition  -Red Ocean Vs Blue Ocean  -Cost Vs Buyer Value |  |
| 06&07 | **QUALITY MANAGEMENT & INTERNATIONAL BUSINESS OPERATIONS**   * Fundamentals & Definitions * Quality management thinking the West versus Japan approaches, Measuring quality and approaches to quality management.   **SIX-SIGMA**   * Fundamentals; Critical success factors for the successful implementation of six sigma projects in organizations   *Context*: *Product re-calls?*  **Location issues and international business operations** |  |
|  | **COURSE WORK I TEST** |  |
| 08&09 | **GLOBAL STRATEGIC ALLIANCES**   * Business Globalisation: Liberalisation of economies, Dispersion of technology & Competitive pressure; The new Competitive or Market dynamics * Global Business Strategies/ Mentalities: Ethnocentrism, Polycentrism & Geocentrism; Multidomestic Vs. Global; Barlett & Ghosal’s. * Markets, Internalization (Hierarchies) & Alliances |  |
| 10 | **GLOBAL STRATEGIC ALLIANCES**   * Equity Alliances (International Joint ventures, Equity participation) * Non-Equity Alliances (International contractual ventures) |  |
|  | **COURSE WORK II TEST** |  |
| 11 | **GLOBAL OPERATIONAL COMPETENCIES**   * Evolution of Operational Competencies * Cost, Flexibility, Quality, time & Value based   **OPERATIONAL COMPETITIVENESS OF MNCs**   * Financial competitiveness, Commercial, Human resource, Technical competitiveness, Managerial and Organizational competitiveness. |  |
| 12 | **EMERGING ISSUES IN GLOBAL MANUFACTURING**   * The Impact of 3D printing * International Business Operations and the COVID19 Pandemic |  |
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**METHOD OF DELIVERY**

Straight lectures, Case studies, Guest speakers from industry, In-class Group discussions, presentations and Tutorials.

**FACILITATORS**

1. Edwin Napakor 0700690731

2. Ms. Sophie MUWAYI 0704068860

**COURSE REQUIREMENTS**

* Students must fill all course requirements in order to achieve a passing grade. These include:
* Class attendance is compulsory and must be greater than 75% in order to be eligible to sit for the final examination.
* The institution is committed to the highest standards of academic integrity and honesty; thus, students are urged to avoid any behaviour that could potentially result in suspicions of cheating, plagiarism and misconduct in the lecture rooms and examinations.
* Students are encouraged to review literature on this course since this is the best way to learn about the course and prepare for exams as well. Students may work together on assignments, BUT each student MUST write up his/her assignments independently.
* Students should avoid obtaining a final mark below 50% as this will imply failure and retaking the course when next offered. Thus, students should take course works seriously since it contributes significantly to the final mark.
* There will be at least two test assignments and a comprehensive final exam. No make-up course work will be given to students to compensate for poor performance. In the same regard, missing any assignment plus late submission will not be accepted and hence will attract an automatic zero.
* Failure to write the final examination will result in grade of ABS

**CAUTION: Sort out all course work related issues before the final exam.**

**COURSE ASSESSMENT**

* Course work assessment 30%
* Final examination 70%
* Total 100%

**READING LIST**

Cavusgil, S. T., Rammal, H., & Freeman, S. (2011). ***International business: the new realities***. Pearson Higher Education AU.

Culpan, R. (2002). ***Global business alliances: Theory and practice***. Greenwood Publishing Group.

Ferdows, K. (2009). **Shaping global operations**. *Georgetown University Journal of Globalization*.

Koren, Y. (2010). ***The global manufacturing revolution: product-process-business integration and reconfigurable systems***(Vol. 80). John Wiley & Sons