**Syllabus for Master of Business Administration, 3rd Semester**

**Subject Class: Functional\_ Elective Subject**

**Name: International Business (IB) .**

**Subject Code: 4539281**

**With effective from academic year 2018-19**

# Learning Outcomes:

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| **Learning Outcome Component** | **Learning Outcome** |
| Business Environment and Domain Knowledge (BEDK) | * Ability to analyse the relationships between international business and the political, economic, legal, and social policies of countries, regions, and international institutions to develop a framework for

successful decision-making. |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | * Critically analyse current conditions in developing and emerging markets and evaluate present and future opportunities and risks for international business activities.
* Use creative thinking and innovative strategies to see new global opportunities.
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| Global Exposure and Cross- Cultural Understanding (GECCU) | * Ability to develop and implement strategies to address the impact of cultural differences on an organization's international trade initiatives.
* Identify and evaluate the complexities of international business and globalization from home versus host-

country, regional, and cultural perspectives. |
| Social Responsiveness and Ethics (SRE) | * Ability to recommend strategies which support principles of corporate social responsibility and ethics associated with business presence in international

markets. |
| Effective Communication (EC) | * Communicate effectively the strategies relevant to an international business environment.
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| Leadership and Teamwork (LT) | * Ability to collaborate with international partners to capitalize on new global opportunities.
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1. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

# Course Contents:

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| **Module No:** | **Contents** | **No. of Sessions** | **70 Marks (External Evaluation)** |
| **I** | **Globalization and International Business:*** International business and globalization
* Difference between International business and Global Business.
* Factors driving globalization
* Reasons for firms to engage into international business
* EPRG Framework (Ethnocentric, polycentric, region- centric, geocentric orientations)
* Modes of operations in international business
* Differences between domestic and international business

**Global Business Environment: Cultural Environment:** | 10 | 18 |
|  | * People, nation, languages, religion, behavioural practices, communications

**Political Environment:*** Individualism v/s collectivism
* Political ideology
* Political risk

**Legal Environment:*** Types of legal systems
* Legal issues in international business
* Strategic considerations

**Economic Environment:*** Types of economic systems
* Economic analysis – inflation, unemployment, debt, income distribution, poverty, balance of payments
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| **II** | **International trade theories:*** Laissez-Faire, interventionist approaches
* Classical Trade theories:
	+ Factor-mobility theory
	+ Mercantilism, neo-mercantilism
	+ Theory of absolute advantage
	+ Theory of comparative advantage
* Modern trade theories:
	+ Product Life Cycle theory
	+ Porter’s Diamond theory of national advantage
	+ Country similarity theory
	+ Global Strategic Rivalry theory of International Trade

**Government and Trade:*** Government intervention, rationales for intervention
* Instruments of trade control
* Tariff and non-tariff barriers

**Cross national cooperation:*** Regional economic integration
* Major trading groups
	+ EU, NAFTA, ASEAN, BRICS, SAARC
 | 10 | 18 |
| **III** | **Foreign Exchange:*** Meaning, Players, major foreign exchange markets
* Exchange rate arrangements
* Determining exchange rates
* Business implications of exchange-rate changes

**Country evaluation and selection:*** Information in scanning
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|  | * Collecting and analyzing data

**Strategic framework:*** Integration versus local responsiveness
* Types of strategy – international, multi-domestic, global, transnational

**International Organizational Structure:*** Organizational Structure for international business operations
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| **IV** | **Marketing Globally:*** Marketing strategies
* Product, Price, Place, Promotion strategies

**International HRM:*** HRM and the global company
* Expatriate – Perspective, managing expatriates

**Global Manufacturing:*** Global supply chain strategies
* Supplier networks

**Corporate Governance and Corporate Social Responsibility (international context).** | 10 | 17 |
| **V** | **Practical:**A group of students shall select a product and prepare a feasibility report for international business of that product to/from a country of their choice. Students are supposed to meet companies dealing in international business. The faculty shall guide students on conducting research about how to go about Global / Country Study with reference to a Local / Global Company. | --- | (30 marks CEC) |

1. **Pedagogy:**
	* ICT enabled Classroom teaching
	* Case study
	* Practical / live assignment
	* Interactive class room discussions

# Evaluation:

Students shall be evaluated on the following components:

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| **A** | **Internal Evaluation** | **(Internal Assessment- 50 Marks)** |
| * Continuous Evaluation Component
 | 30 marks |
| * Class Presence & Participation
 | 10 marks |
| * Quiz
 | 10 marks |
| **B** | **Mid-Semester examination** | **(Internal Assessment-30 Marks)** |
| **C** | **End –Semester Examination** | **(External Assessment-70 Marks)** |

# Reference Books:

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| --- | --- | --- | --- | --- |
| **No.** | **Author** | **Name of the Book** | **Publisher** | **Year of Publication / Edition** |
| 1 | John D. Daniels, Lee H.Radebaugh, Daniel P. Sullivan, Prashant Salwan | International Business– Environments and Operations | Pearson | 15th (2016) |
| 2 | Mike W. Peng andDeepak K Srivastava | Global Business | Cengage | Latest Edition |
| 3 | Simon Collison, RajneeshNarula, Alan M. Rugman | International Business | Trans-Atlantic | 2016 |
| 4 | Alan M. Rugman, SimonCollinson | International Business | Pearson | 2008 / 5th |
| 3 | Charles Hill, Arun KumarJain | International Business | McGraw Hill | 10th |
| 4 | Sumati Verma | International Business | Pearson | 3rd |
| 5 | S. Tamer Cavusgil, Gary Knight, John Riesenberger | International Business: The NewRealities | Pearson | 2017 |
| 6 | Ehud Menipaz, Amit Menipaz, Shiv S. Tripathi | InternationalBusiness: Theory and Practice | Sage | 2017 |
| 7 |  |  |  |  |
| 7 | P. SubbaRao | InternationalBusiness: Text and Cases | Himalaya | Latest Edition |

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

# List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Foreign Trade Review
2. Economic & Political Weekly
3. Journal of International Business Studies
4. Journal of International Business
5. EXIM India