

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

Subject Name: International Business (IB)

Subject Code: 3539203

1. Learning Outcome:

- Understanding the finer aspects of international business
- Comprehension of the multidisciplinary nature of international business
- Understanding of basic export import procedures

2. Course Duration: The course duration is of **36 sessions of 75 minutes each.**

3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	
I	Globalization and International Business. The cultural environments facing business. The Political and Legal Environment facing business. The Economic Environment facing Business.	8	17
II	Government influence on Trade. Cross-national cooperation and agreements. Global foreign exchange markets. The Determination of Exchange Rates. INCO Terms and modes of payment (D/A, D/P , Letter of credit – Revocable, irrevocable, with and without recourse, back to back, third party, revolving)	10	18
III	The Strategy of International Business. Country Evaluation and Selection. Export Import procedure and Export and Import Strategies. The Organization of International Business. Government Institutional Infrastructure for foreign trade (DGFT, Export Promotion Councils, Commodity Boards, FTDR Act, FEMA, Foreign trade policy)	10	18
IV	Marketing Globally. Global manufacturing and Supply Chain Management. International Accounting Issues. The Multinational Finance Function. Human Resource Management. E-commerce and its impact on international trade.	8	17
V	Practical: A group of 2 - 4 students shall select a product and prepare a feasibility report for export / import of that product to/from	---	(30 marks CEC)

	a country of their choice. Students are supposed to meet exporters and importers. The faculty shall guide students on conducting research about how to go about Global / Country Study with reference to a Local / Global Company.		
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4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures
- (b) Power Point Presentations & usage of software like Ms Excel and Views (latest version)
- (c) Case studies

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Daniels, Radebaugh, Sullivan and Salwan	International Business – Elements and Operations	Pearson	15 th (2016)
2	Charles Hill and Arun Jain	International Business	McGraw Hill	Latest Edition
3	Onkovist and Shaw	International Marketing: Analysis and Strategy	Pearson	Latest Edition
4	P. SubbaRao	International Business: Text and Cases	Himalaya	Latest Edition
5	Dr. M B Rao, Manjula Guru	International Business	Vikas	Latest Edition
6	O P Agarwal	International Business	Himalaya	Latest Edition
7	Taxman	International Trade Finance	Taxman	2017
8	Rupnarayan Bose	A Complete Guide to Letter of Credit and the UCP	Laxmi	1 st (2015)

9	Ehud Menipaz	International Business: Theory and Practice	Sage	South Asia Edition (2012)
10	Mike W. Peng and Deepak K Srivastava	Global Business	Cengage	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.

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

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