

MBA - II SEMESTER - IV
International Business (IB)

1. Course Objective:

The course is intended to provide a basic understanding about the finer aspects of international business to the students. It is aimed at making the students realise that International Business is a combination of multiple disciplines brought together in a systematic manner. The integration of General Management, Operations, Financial Management, Marketing Management as well as Human Resources Management in an international perspective is essential to International Business.

2. Course Duration:

The course duration is of 40 sessions of 75 minutes each.

3. Course Contents:

Module No.	Modules/Sub-Modules	Sessions	Marks Weightage
I	Globalization and International Business. The Cultural Environments facing business. The Political and Legal Environments facing Business	8	20%
II	The Economic Environments facing business. Globalization and Society.	8	20%
III	International Trade and Factor-Mobility Theory. Government Influence on Trade. Cross-National Cooperation and Agreements. Global Foreign-Exchange Markets. The Determination of Exchange Rates	8	20%
IV	The Strategy of International Business. Country Evaluation and Selection. Export and Import Strategies. Direct Investment and Collaborative Strategies. The Organization of International Business	8	20%
V	Marketing Globally. Global Manufacturing and Supply Chain Management. International Accounting Issues. The Multinational Finance Function. Human Resource Management.	8	20%

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (a) Case discussion covering a cross section of decision situations.
- (b) Discussions on issues and techniques of strategic aspects
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

A	Assignments / Presentations/ Quizzes / Class Participation etc.	50% (Internal Assessment)
B	Mid – Semester Examination	30% (Internal Assessment)
C	End - Semester Examination (Theory: Min. 30% & Practical: Min. 70%)	70% (External Assessment)

6. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
T1	Charles Hill & Arun Jain	International Business	Tata Mc-Graw Hill	Latest Edition
T2	Mike W. Peng Deepak K. Srivastava	Global Business	Cengage learning	Latest Edition
T3	Daniels, Radebaugh, Sullivan and Salwan	International Business-Elements and Operations	Pearson Education	Latest Edition

7. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
R1	Onkovist and Shaw	International Marketing: Analysis and Strategy	Pearson Education	Latest Edition
R2	P. Subba Rao	International Business: Test & Cases	Himalaya	Latest Edition
R3	Dr. M. B. Rao, Manjula Guru	International Business	Vikas	Latest Edition
R4	O. P. Agarwal	International Business	Himalaya	Latest Edition
R5	R. Chandran	International Business	University	Latest Edition
R6	Hyun Sooklee, R. K. Srivastava	International Business: Country Culture and Corporate Culture	Excel	Latest Edition
R7	Justin Paul	International Business	PHI	Latest Edition
R8	Barbara Parker	Introduction to Globalization & Business-Relationships and Responsibilities	Sage India	Latest Edition
R9	Ajami	International Business :Theory & Practice	PHI	Latest Edition
R10	A Nag	International Business Strategy	Vikas	Latest Edition
R11	Johny Johnson	Global Marketing; Foreign Local Marketing and Global Marketing	Tata Mc-Graw Hill	Latest Edition

8. List of Journals / Periodicals / Magazines / Newspapers etc.:

The students will have to refer to past issues of the following journals , Magazines and Newspapers in order to get relevant topic/information pertaining to the subject.

- 1 Journal of International Business,
- 2 Harvard Business Review,
- 3 The Economic Times, Times,
- 4 Business World

NB: The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

9. Session Plan:

International Business (IB)

SessionsNo.	Topic
1	Globalization and International Business
2	Globalization and International Business
3	The Cultural Environments facing business.
4	The Cultural Environments facing business.
5-8	The Political and Legal Environments facing Business
9	The Economic Environments facing business
10-11	The Economic Environments facing business
12-13	Globalization and Society.
14-16	Globalization and Society.
17-19	International Trade and Factor-Mobility Theory
20	Government Influence on Trade
21	Cross-National Cooperation and Agreements
22-23	Global Foreign- Exchange Markets
24	The Determination of Exchange Rates
25	The Strategy of International Business
26	Country Evaluation and Selection
27	Export and Import Strategies
28-29	Direct Investment and Collaborative Strategies
30	The Organization of International Business
31-32	The Organization of International Business
33-34	Marketing Globally
35-36	Global Manufacturing and Supply Chain Management
37-38	International Accounting Issues, The Multinational Finance Function
39-40	Human Resource Management.