



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: International Business

Course / Subject Code: MB01093021

Course / Subject Name : International Economic Environment

W. e. f. Academic Year	2025-26
Semester	1
Category of the Course:	Core Course (CC)

Prerequisite:	Not required
Rationale:	This course provides an introduction to the concepts of microeconomic analysis and decision making. The concepts are then used to explain and analyze market structures through which individuals and firms interact. The objective of this course is to acquaint students with basic theories of international trade and their application to managerial decision making. This course enables students to analyze firm-level economic problems and to take optimal decisions subject to various constraints and objectives. The study of Cross Continent Economic Environment helps in developing the understanding of international trade practice.

Course Outcome:

No.	Course Outcome	RBT Level
1	To remember fundamental Principles of Financial Accounting	RM
2	To Understand various concepts for International Accounting & Taxation	UN
3	To Apply accounting rules to prepare final accounts and different budgets to take effective Managerial Decision	AP
4	To Analyse the financial performance of companies with the help of different tools & techniques of analysis.	AN
5	To Evaluate profit planning of the firm with the help of budgetary control and break even analysis	EL

Course Outcomes:

No.	Course Outcomes	RBT Level
CO1	To understand the key components of the micro economics as well as market structure and their influence on global business operation	Understand
CO2	To apply fundamental theories of international trade and finance to evaluate global business scenarios.	Apply
CO3	To apply economic indicators such as GDP, inflation, and BOP to assess the business climate of different countries.	Apply



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CO4	To Analyze the impact of fiscal and monetary policies of different countries on international trade, investment, and currency movements.	Analyze
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Teaching and Examination Scheme:

(in Total Hours (TH) per semester)				Total Credits =TH/30	Assessment Pattern & marks					Total Marks
L	T	PR	PBL*		C	Theory		Tutorial / Practical		
				ESE (E)		PA (M)	PA (I)	PBL(I)	ESE (V)	
45	0	30	45	4	70	30	30	20	0	150

* Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.

Course Content:

Unit No.	Content	No. of Hours	Marks
1	<p>Nature and Scope of Economics: Definition and importance of international economic environment, Micro and macroeconomic perspectives, Relevance to international business decision-making.</p> <p>Basic Microeconomic Concepts: Theory of Demand and Supply, Theory of Production, Cost Concepts.</p>	10	14
2	<p>Market Structures: Perfect Competition, Monopoly, Oligopoly, Monopolistic Competition;</p> <p>Global Trade Environment Trade Policies related to Tariffs, quotas, subsidies, non-tariff barriers, Economic and political rationale for trade restrictions, Green Trade Policies</p>	12	21
3	<p>Balance of Payments and International Capital Flows: Structure of BOP accounts, Current and capital account analysis, Capital inflows, FDI, and portfolio investments</p>	13	21



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	Monetary Policy: Inflation control, interest rate regulation, liquidity management, Tools i.e. Repo rate, reverse repo, CRR, SLR, open market operations, Role of central banks in exchange rate stabilization		
4	Fiscal Policy: Concept and Tools of Fiscal Policy, Government revenue and expenditure, Budget deficit and surplus, Types of fiscal policy: expansionary and contractionary, Fiscal deficit and its implications on foreign borrowing Open-Economy Macroeconomics: GDP and its types, GNP, Inflation and its types; the Role of Emerging Economies in Global Trade.	10	14
5	Practical: Prepare a report on Recent Economic Trends – Post-COVID economic recovery, Global Inflation Trends, Economic Environment of Selected Country of the World, Use of AI in Trade Analytics, BRICS, EU and Global South Developments.	30+45	PA(I) + PBL* (I) assessment (50)
	TOTAL	120	

Suggested Specification Table For Question Paper Design:

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20	30	20	30	0	0

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create (as per revised Blooms Taxonomy)

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	International Economics : Theory and Policy	Paul Krugman, Maurice Obstfeld, Marc Melitz	Pearson Education
2	Global Economics	Robert J. Carbaugh	Cengage India Private Limited
3	Economics: Principles & Applications	N Gregory Mankiw	Cengage Learning India Pvt. Ltd.,
4	Managerial Economics	D. N. Dwivedi	Vikas Publishing House Pvt. Ltd.
5	International Economics	Dominick Salvatore	John Wiley & Sons,



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

- International *Economics* – Elsevier
- Journal of *International Economics* – Elsevier
- International *Economic Journal* – Taylor & Francis
- International *Journal of Economics and Business Research* – Inderscience
- International *Economic Review* – Wiley
- The *Journal of Financial Economics* – Elsevier
- World Bank – <https://www.worldbank.org>
- International Monetary Fund (IMF) – <https://www.imf.org>
- World Trade Organization (WTO) – <https://www.wto.org>
- *Economic Times* – <https://economictimes.indiatimes.com>
- Reserve Bank of India – <https://www.rbi.org.in>

CO-PO Mapping

Semester	International Economics Environment				
Course Outcomes	Program Outcome				
COs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	3	0
CO2	1	1	2	2	1
CO3	2	3	1	3	3
CO4	2	2	3	3	1
CO5	0	2	2	0	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

List of Generic Activities suggested for Problem Based Learning (PBL)

Sr. No.	Activity	Description	Outcome	Suggested Hours
1	Industry Visit	The students will be taken to industrial visit.	Practical experience to students that how the operations of business are carried out.	10 hours
2	Case Study Discussion	The case study in the area of topic will be	The students will be able to identify the situation and apply	5 hours



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		discussed with the students.	management theories to resolve the problem.	
3	Gamification in the subject	The students will be given the problem and asked to solve the problem by playing a game to learn the concept.	The students will be able to apply the concept and learn by playing the game.	10 hours
4	Data collection Assignment	The students will be given the assignment based on the module of the subject.	The students will be able to learn data collection from industry and submit assignments with practical inputs.	6 hours
5	Industry Analysis	The students will be allotted industry and asked to carry out the analysis as per the requirements of the subject.	The students will be able to know the application of the concept in the specific industry.	8 hours
6	Simulation	The students will be given the simulation activities as per the requirements of the subject.	The students will learn and develop the experimental attitude that will help them to solve the industry problems.	10 hours
7	Personality Self-Assessment	Understanding personal traits and how they influence work behavior, teamwork, and managerial effectiveness.	Students will develop self-awareness of their personality traits and identify strategies to enhance their professional effectiveness.	3 hours
8	Leadership Style Self-Assessment	Exploring personal leadership tendencies and their impact on team performance and decision-making.	Students will understand their leadership style and plan ways to adapt it for effective team and organizational management.	2-3 hours
9	Cross-Cultural HR Practices Comparison Report	Analyzing how cultural differences (Hofstede dimensions) influence HR practices in India vs. another country.	Students will apply cross-cultural frameworks to analyze and compare HR practices and develop insights for managing diverse workplaces.	6 hours



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10	DEI Role-Play	Applying DEI principles to resolve workplace conflicts and promote inclusion.	Students will demonstrate inclusive communication and problem-solving skills while applying DEI principles in simulated workplace scenarios.	5 hours
11	Visit to Company for Practical Exposure	Students will be guided to visit the company and explore the practical operating of the tasks.	Students are required to visit the relevant company for practical exposure of the execution of the management activities.	8-10 hours
12	Visit to Trade Expo	Students will be taken to trade expo held for different products to understand business operation and networking.	Students are advised to visit trade expo and meet manufacturer and service providers to understand business operations and expansion.	6-8 hours
13	Industry Defined Problem	The students will be given a minor problem related to industry and they have to prepare a report depicting the probable solution of the problem.	The students will be able to apply management techniques to solve the allotted problem and will provide managerial solution for the same.	10-15 hours
14	Financial Statement Analysis	The students will be provided with the financial data to analyze financial stability of the company.	The students have to extract financial data from the authentic database and compare the financial performance within the company and with competitors (or industry average) for future growth. The result should be presented with remarks.	12-15 hours
15	Survey / Questionnaire	Data collection through survey or Questionnaire	The students will be given topics for survey or questionnaire based research. They have to present the findings in the scientific manner and present the same for decision-making.	25-30 hours