



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB03092201

Course / Subject Name: International Business

w. e. f. Academic Year:	2025-26
Semester:	3
Category of the Course:	MDC/Elective

<b>Prerequisite:</b>	Any Graduate
<b>Rationale:</b>	Studying International Business will help one develop a global business perspective, allowing one to run nosiness across multiple cultures and countries. It helps one to understand how to navigate the complexities of International business landscape more proficiently.

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the modes of operation of International Business and the impact that environmental factors have on International Business.	Understand
02	Understand how various trade theories and Trading Groups explain International Business.	Understand
03	Analyse global cultures and global trade parameters to ensure effective and efficient International business.	Analyze
04	Evaluate characteristics and strategies of Global Market players.	Evaluate
05	Create a well-researched feasibility report for an International Business opportunity	Create

\*Revised Bloom's Taxonomy (RBT)

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	0	3	70	30	50	0	150



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## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<p><b>Globalization and International Business:</b></p> <ul style="list-style-type: none"><li>• International Business and Globalization</li><li>• Difference between International Business and Global Business</li><li>• Factors driving globalization</li><li>• Reasons for firms to engage in International Business</li><li>• EPRG Framework (Ethnocentric, Polycentric, Region-centric, Geocentric orientations).</li><li>• Modes of Operations in International Business</li><li>• Differences between domestic and International business</li></ul> <p><b>Global Business Environment:</b></p> <ul style="list-style-type: none"><li>• Cultural Environment: People, nation, languages, religion, behavioural practices, communication practices.</li><li>• Political Environment: Individual v/s Collectivism, Political ideology, political risk.</li><li>• Legal Environment: Types of Legal Systems, Legal Issues in International Business, Strategic considerations.</li><li>• Economic Environment: Types of economic systems, Economic Analysis viz: inflation, unemployment, debt, income distribution, poverty, balance of payments.</li></ul>	12	25
2.	<p>International Trade Theories :</p> <ul style="list-style-type: none"><li>• Laissez-Faire, Interventionist approaches.</li><li>• Classical Trade Theories: Factor-Mobility Theory, Mercantilism, Neo - Mercantilism, Theory of absolute advantage, Theory of comparative advantage.</li><li>• Modern Trade Theories: Product Life-Cycle Theory, Porter's Diamond Theory of National Advantage, Country Similarity Theory, Global Strategic Rivalry theory of International Trade.</li><li>• Government and Trade : Government intervention and rationale for intervention, Instruments of Trade Control, Tariff and non-Tariff barriers.</li><li>• Cross National Cooperation : Regional Economic Integration, Major Trading Groups namely EU, NAFTA, ASEAN, BRICS, SAARC</li></ul>	13	25



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3.	<p>Foreign Exchange :</p> <ul style="list-style-type: none"> <li>• Meaning, Players, Major Foreign Exchange Markets,</li> <li>• Exchange Rate arrangements</li> <li>• Determining Exchange rates</li> <li>• Business implications of exchange rate changes</li> </ul> <p>Country Evaluation and Selection :</p> <ul style="list-style-type: none"> <li>• Information in scanning</li> <li>• Collecting and Analyzing Data</li> </ul> <p>Strategic Framework :</p> <ul style="list-style-type: none"> <li>• Integration vs local responsiveness</li> <li>• Types of strategy – international, multi-domestic, global and transnational</li> </ul> <p>International Organizational Structure:</p> <ul style="list-style-type: none"> <li>• Organizational Structure for International Business Operations</li> </ul>	10	25
4.	<p>Marketing Globally :</p> <ul style="list-style-type: none"> <li>• Global Marketing Strategies ( 4 Ps)</li> </ul> <p>International HRM :</p> <ul style="list-style-type: none"> <li>• Global Companies and Organizational cultures</li> <li>• Expatriate Perspective and Management</li> </ul> <p>Global Manufacturing:</p> <ul style="list-style-type: none"> <li>• Global Supplier Networks</li> <li>• Global Supply Chain strategies</li> </ul> <p>Corporate Governance and Corporate Social Responsibility ( International Context ) – Best Practices</p>	10	25
5.	<p>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 expected to meet companies dealing in International Business to develop better clarity from the practical perspective.</p>	--	--
<b>Total</b>		<b>45</b>	<b>100</b>

**Suggested Specification Table with Marks (Theory):**

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0%	40%	15%	15%	15%	15%

*Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)*



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## 1. Suggested Case Studies

Sr	Case Study Title	Context
01	Carnival Cruise Lines	Globalisation
02	Tesco PLC: Leveraging global knowledge	Cultural Environment
03	The BRICs: Vanguard of the Revolution	Economic Environments/Regional Integration
04	Ecuador: A Rosy Export Future?	International Trade and Factor Mobility Theory
05	U.S.- Cuban Trade: When Does a Cold War Strategy Become a Cold War Relic?	Government influence on Trade
06	Strategy in the Multinational Enterprise of the Future: Forecasts and Scenarios	Global Strategy
07	Infosys: Mission-Led and Principle-Driven	Organization of International Business
08	Apples Global Supply Chain	Global Manufacturing and SCM
09	Grameen Danone Foods in Bangladesh	Marketing Globally

## References/Suggested Learning Resources:

### (a) Books:

No.	Author	Title	Publisher	Edition
1	John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan, Prashant Salwan	International Business – Environments Year of Publication / Edition and Operations	Pearson	15 <sup>th</sup>
2	Mike W. Peng and Deepak K Srivastava	Global Business	Cengage	Latest
3	Simon Collison, Rajneesh Narula, Alan M. Rugman	International Business	Trans-Atlantic	Latest
4	Charles Hill, Arun Kumar Jain I	International Business	Mc Graw Hill	Latest
5	Sumati Verma	International Business	Pearson	Latest

## CO- PO Mapping:

Semester 3	International Business				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	1	2	1	3	2
CO2	2	2	1	3	2
CO3	3	3	2	3	2
CO4	3	3	3	3	2
CO5	3	3	-	3	1

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

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