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| PROGRAM | Master of Business Administration |
| SEMESTER | 3 |
| TITLE OF THE SUBJECT | International Business |
| COURSE CODE | 04MB0303 |
| COURSE CREDITS | 3 |
| COURSE DURATION | 42 hours (42 Sessions of 60 Minutes each) |

COURSE OUTCOMES

- ❖ Apply knowledge theories in global marketing to learn insights of different cross-cultural markets to gain insights.
- ❖ Understand and examine historical transformations that led to the present moment of global conflicts.
- ❖ Understand the wide problems between the countries related to natural resources and its effects on development, peace and security of a country.
- ❖ Enhances different skill sets like planning, analysis, interpreting and evaluating information received across the globe through the internet to develop decision making capacity on an individual.
- ❖ To understand and interpret different geographical issues which are directly related to international markets.

COURSE CONTENTS:

| Unit No | Unit / Sub Unit | Sessions |
|----------------|---|-----------------|
| I | Background of international Business: - Growth & expansion of International Business forces, & cost, Major challenges faced by environmental factors affecting business & Project. why international business is different from domestic business PESTEL analysis. | 10 |
| II | International Trade Theories Application: - Porter's Five Forces Analysis, The Boston Consulting group's product portfolio matrix (BCG matrix), instruments of trade control, cross national cooperation and agreements, & global foreign-exchange markets. | 10 |
| III | Different Entry Strategy: - Multinational strategy& its types, the firms as value chain, global integrations vs local responsiveness, country evaluation and import- export problems & its pitfalls, and direct Investments and collaborative strategies & its types, alliance types, licensing, franchising, management contracts turnkey operations joint ventures, equity alliances and others. selection business organization structure & its culture, control systems, and its types. | 10 |
| IV | Disruptions of supply chain: - International issues relating to global manufacturing factors influencing, suppliers' networks, foreign trade zones, international accounting and finance issues, differences in financial statements internationally, transaction & its issues, international human resources management, perspective of the expatriate & its management staffing frameworks. | 08 |

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| V | International Application on World Business: Colonialism in India, Theories of International Relations and World History World war I & World War II, the shift of balance of power of Asia, Taiwan issue, Indian ocean & Indian maritime strategy. India & west Asia, transfer of wealth & politics of oil, energy security- oil gas and nuclear deals. | 04 |
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EVALUATION:

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

| Sr. No | Particulars | Weightage |
|--------|--|---------------------------|
| A | Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.) | 20% (C.E.C.) |
| B | Internal Assessment | 30% (I.A.) |
| C | End-Semester Examination | 50% (External Assessment) |

SUGGESTED BOOKS
Text Books:

| Sr. No | Author/s | Name of the Book | Publisher | Edition & Year |
|--------|--------------------------------------|---|--------------------------------|----------------------------------|
| T-01 | Radebaugh, Sullivan and Salwan. | International business: - elements and Operations | Pearson Education | 15 th edition |
| T-02 | Charles W. L. Hill & G. Tomas m Hult | International Business: Competing in the Global Marketplace | McGraw-Hill Education; | 11 th edition 2016 |
| T-03 | Richard D. Lewis | When Cultures Collide, Leading Across Cultures | Nicholas Brealey Publishing | 3 rd Editions. |

Reference Books:

| Sr. No | Author/s | Name of the Book | Publisher | Edition & Year |
|--------|----------------------------------|---|---|--------------------------|
| R-01 | Charles W L Hill and Arun K Jain | International Business: Competing in the Global Marketplace. | Tata McGraw Hill | 10 th Edition |
| R-02 | Mike Peng and Deepak Srivastava | Global Business. | Cengage learning | 4 th Edition |
| R-03 | Haris Alibašić | Sustainability and Resilience Planning for Local Governments. | Springer International Publishing | 1 st Edition |



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| R-04 | Aharon Klieman | Great Powers and Geopolitics. | Springer International Publishing | 1 st Edition |
| R-05 | Karen A. Mingst & Ivan M arreguintoft | International relations. | W. W. Norton & Company | 7 th Edition |
| R-06 | Marco Aliberti | India in Space: Between Utility and Geopolitics. | Springer International Publishing | 1 st Edition |