

<b>INSTITUTE</b>	<b>FACULTY OF MANAGEMENT STUDIES</b>
<b>PROGRAM</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION (HONS.)</b>
<b>SEMESTER</b>	<b>4</b>
<b>COURSE TITLE</b>	<b>INTERNATIONAL BUSINESS</b>
<b>COURSE CODE</b>	<b>04BB0411</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Study the environmental variables that affect world trade.
- 2 Describe the policies and strategies that can lead to successful global trade.
- 3 Evaluate present and future opportunities and risks for international business activities.
- 4 Develop analytical skills which will help them enhance greater understanding towards world trade.
- 5 Make student understand how the global risks are interconnected.
- 6 Identify and evaluate the complexities of world trade and globalization from home versus host- country, regional, and cultural perspectives.

**Pre-requisite of course:**NONE

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Overview of Globalization</b> Drivers, Changing Demographics of the Global Economy, Managing the Global Marketplace, Country Differences Political, Legal, Economic, Social, Technological & Demographics, Micro and Macro business Environment Difference in Cultural Aspects, Values & Norms, Social Structure Language, Education ways to enter Foreign Market, Ethics in international business Dilemmas, Roots of Unethical Behavior, Ethical decision making	12
2	<b>Global Trade and Investment Environments</b> Trade Theories: -Mercantilism, Absolute & Comparative advantage, Heckscher- Ohlin theory, Porter's Diamond model, Foreign Direct Investments, Benefits of FDI Regional Economic Integrations like European Union, NAFTA, MERCOSUR, CARICOM, Association of Southeast Asian Nation	10

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
3	<b>Global Monetary Systems</b> Foreign Market nature & functions, Exchange Rate Determination, Forecasting & Currency Convertibles, Bretton wood systems, GATT, IMF & WTO, Ways to Enter Market Strategy and Structure, Global Expansion, Profitability & Profit Growth, Organizational Structure & Cultures, Control systems, Incentives & Changes. Basic entry Decisions, & Modes	12
4	<b>Business Operations</b> Managing Global Supply Chains, International Logistics Practices, global marketing and R & D, Global Human Resources Management International Labor Relations, Accounting and Financial Issues	10
5	<b>Global Risk Analysis</b> Context base discussion of each issue:- Natural and Man-made disasters, Energy price shocks, Large scale involuntary migrations, Weapons of mass destruction, Terrorists attacks, Failure of national governance, Cyber-attacks	4
<b>Total Hours</b>		<b>48</b>

#### **Textbook :**

- 1 International Business, Charles W L hill Arun K Jain, Mc-Graw-Hill Companies, 2018
- 2 International Business, Daniels John, D. Lee H. Radebaugh and David P. Sullivan., Pearson Education, 2020

#### **References:**

- 1 International Business:, International Business:, Cherunilam, Francis, Prentice Hall of India Ltd., 2020
- 2 Global Business, Global Business, Mike Peng and Deepak Srivastava, CengagePublications, 2018
- 3 International Financial Management, International Financial Management, Apte, P.G, Tata McGraw Hill., 2018
- 4 InternationalMarketing,, InternationalMarketing,, Subhash C. J, CengagePublications, 2020

#### **Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking</b>
20.00	30.00	25.00	15.00	10.00	0.00

**Instructional Method:**

- 1 Theory

**Supplementary Resources:**

- 1 <https://unctad.org/publications>
- 2 <https://www.imf.org/en/Publications/REO>
- 3 [https://www.wto.org/english/tratop\\_e/tariffs\\_e/tariffs\\_e.htm](https://www.wto.org/english/tratop_e/tariffs_e/tariffs_e.htm)