

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER	4
COURSE TITLE	INTERNATIONAL BUSINESS
COURSE CODE	04BB0411
COURSE CREDITS	4

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

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Overview of Globalization Drivers, Changing Demographics of the Global Economy, Managing the Global Marketplace, Country Differences Political, Legal, Economic, Social, Technological & Demographics, Micro and Marco 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	Global Trade and Investment Environments 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

Contents : Unit	Topics	Contact Hours
3	Global Monetary Systems 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	Business Operations 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	Global Risk Analysis 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
Total Hours		48

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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
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