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| COURSE TITLE | INTERNATIONAL BUSINESS |
| COURSE CODE | 04BB1411 |
| COURSE CREDITS | 4 |

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

- 1 Apply economic concepts and methodical tools to analyze the role of international trade in the world economy.
- 2 Analyse various environmental factors—economic, socio-cultural, legal, etc.—affecting international business decisions.
- 3 Analyse regional economic, political, and economic integration and their impact on international trade.
- 4 Evaluate the role of major world-level institutions in shaping international business policies.
- 5 Demonstrate interpersonal skills to effectively engage in and understand global trade dynamics.

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 of Globalization, Changing Demographics of the Global Economy, Managing Global market Place, Tariff and Non-Tariff Barriers, Country Differences Political, Legal, Economics., Social, Technological & Demographics differences, Micro & macro Business Environment difference in Cultural Aspects., Values & Norms, Social Structure, Language, Education, Ways to Enter Foreign Markets, Ethics in International Business Dilemmas, Roots of unethical Behaviour, Ethical Decision Making. | 15 |
| 2 | Global Trade and Investment Environments Trade Theories: Mercantilism Theory, Absolute & Comparative Advantage Theory, Heckscher - Ohlin Theory., Porter's Diamond model., Foreign Direct Investments. Benefits of FDI, Challenges of FDI, Regional Economic integrations : EU, NAFTA, MERCOSUR, CARICOM, Association of Southeast Asian Nation | 13 |

| Contents : Unit | Topics | Contact Hours |
|--------------------|---|---------------|
| 3 | Global Monitory Systems Foreign Market Nature & Functions, Exchange Rate Determination, Forecasting & Currency Convertibles, Bretton Wood Systems, GAAT, IMF & WTO, International Product Life Cycle, Ways to Enter Market Strategy and Structure, Global Expansion., Profitability and Profit Growth, Organizational Structure and Culture., Control System, Incentives and Changes., Basic Entry Decisions & Modes. | 14 |
| 4 | Business Operations. Managing Global Supply Chains, International Logistics Practices, Global Marketing, International Business Strategies, Global Research and Development, Global Human Resources Management, International labour Relations, Accounting and Financial issues. | 12 |
| 5 | Global Risk Analysis Context Base Discussion of Each Issue: Nature and Man Made Disasters., Energy Price Shocks, large Scale involuntary Migrations, Weapons of Mass Destruction, Terrorists Attacks, Failure of National Governance, Cyber Attacks, Sustainability and Climate Change. | 6 |
| Total Hours | | 60 |

Textbook :

- 1 International Business, Charles W L hill Arun K Jain, Mc-Graw-Hill Companies, 2023

References:

- 1 International business, International business, Collinson, S., Narula, R., Qamar, A., & Rugman, A. M., Pearson UK, 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 / Creative |
|----------------------|------------|-------|---------|----------|----------------------------------|
| 0.00 | 0.00 | 35.00 | 35.00 | 30.00 | 0.00 |

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 https://ebooks.lpuude.in/commerce/mcom/term_3/DCOM501_INTERNATIONAL_BUSINESS.pdf
- 2 <https://www.geektonight.com/international-business-notes/>
- 3 <https://www.icsci.edu/docs/webmodules/Publications/9.5%20International%20Business.pdf>