

COURSE TITLE	INTRODUCTION TO INTERNATIONAL BUSINESS
COURSE CODE	04IB0101
COURSE CREDITS	3

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

- 1 This course is envisioned to familiarise students with important facts of economics, and methodical tools that economists use to comprehend the role of International trade in the world economy
- 2 To expose the upcoming managers to various environmental factors like Economic, Socio-Cultural, Legal, etc
- 3 To understand and explain regional economic integration and economic and political integration.
- 4 To understand the major world level institutions which play a vital role in framing international business policies.
- 5 To develop interpersonal skills which will help them to understand global trade.
- 6 Identify and evaluate the complexities of world trade and globalization from home versus host-country, regional, and cultural perspectives.

Pre-requisite of course: • This course is envisioned to familiarise students with important facts of economics, and methodical tools that economists use to comprehend the role of International trade in the world economy. • To expose the upcoming managers to various environmental factors like Economic, Socio- Cultural, Legal, etc. • To understand and explain regional economic integration and economic and political integration. • To understand the major world level institutions which play a vital role in framing international business policies. • To develop interpersonal skills which will help them to understand global trade. • To Develop a strong understanding of the global dimensions of business.

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	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, 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 Behavior, Ethical Decision Making.	9

Contents : Unit	Topics	Contact Hours
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., Regional Economic integrations : EU., NAFTA, MERCOSUR, CARICOM, Association of Southeast Asian Nation	9
3	Global Monetary Systems Foreign Market Nature & Functions., Exchange Rate Determination., Forecasting & Currency Convertibles, Bretton Wood Systems, GAAT, IMF & WTO., 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.	10
4	Business Operations Managing Global Supply Chains., International Logistics Practices., Global Marketing, Global Research and Development, Global Human Resources Management, International labor Relations., Accounting and Financial issues.	8
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	9
Total Hours		45

Textbook :

- 1 International Business, Charles W L hill Arun K Jain, Mc-Graw-Hill Companies, 2018

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
20.00	20.00	25.00	25.00	10.00	0.00

Instructional Method:

- 1 Theory