

COURSE TITLE	INTERNATIONAL BUSINESS
COURSE CODE	04BC1321
COURSE CREDITS	4

Objective:

- 1 NA

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

- 1 Explain the framework and impact of globalization
- 2 Analyze international trade theories and trade blocs
- 3 Examine global financial markets and marketing strategies
- 4 Evaluate international trade operations and the WTO's role
- 5 Assess international organizational structure and HRM practices

Pre-requisite of course:NA

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 Frame work for International Business, Globalization: Concept and Factors Affecting globalization and related issues, Globalization a Boon or Bane, Different dimensions of international business. Basic analysis of PESTEL factors affecting the business. Sustainability and ethical concern.	10
2	International Business Environment International trade theories: Absolute & Comparative Advantage, Heckscher-Ohlin, and Porter's Diamond Model. • Regional Trade Blocs • Understanding regional trade agreements: Free Trade Area (FTA), Customs Union, Common Market, and Economic Union. • Major regional trade blocs: ASEAN, EU, NAFTA (now USMCA), SAARC, and BRICS.	15
3	Global Financial Markets and Strategy Global monetary systems, foreign exchange market, currency crisis Choice of strategy, global market entry strategies, Types & Forms of International Marketing • Standardization vs. customization approach in international marketing. • Product, pricing, promotion, and distribution strategies for international markets. • Role of digital marketing and e-commerce in global business expansion.	12

Contents : Unit	Topics	Contact Hours
4	Institutions Facilitating International Trade: World Trade Organization (WTO): Role of WTO in world trade, India and WTO, Reduction of tariff and non tariff barriers, Trade Intellectual property rights, related investment measures, Trade facilitation agreements. Various rounds of WTO negotiations. Challenges & Opportunities in context of India and WTO. , International Monetary Fund (IMF): Introduction and Objectives, Functions Related to International Trade and Lending Mechanisms United Nations Conference on Trade and Development (UNCTAD) : Introduction and Role, Key Functions, E-commerce and Digital Economy Program World Bank: Structure and Components, Objectives, Functions Related to International Trade Export Promotion Councils (EPCs): Introduction and Purpose, Types of EPCs, Functions Directorate General of Foreign Trade (DGFT): Introduction and Legal Framework, Key Functions, Role in Trade Facilitation EXIM Bank of India: Key Services, Special Schemes, Role in Internationalization, Role of Local and Regional Chambers of Commerce in Promoting International Trade – A Case Study of Rajkot Chamber of Commerce	15
5	International Structure Virtual organizations, international role of Human resources department, global workforce management, challenge in International human resource department, building a global cooperate culture. Enhance organizational agility. Investment in training and development.	8
Total Hours		60

Textbook :

- 1 International Business, Justin Paul, PHI learning Private Limited, 2014
- 2 International Business, Charles W. L. Hill and Arun Kumar Jain, Tata McGraw-Hill, 2014

References:

- 1 International Business, International Business, Daniels John, D. Lee H. Radebaugh and David P. Sullivan, Pearson Education, 2017
- 2 International Business, International Business, Cherunilam, Francis, Prentice Hall of India Ltd, 2011

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	20.00	30.00	30.00	20.00	0.00

Instructional Method:

- 1 Lecture

Supplementary Resources:

- 1 <https://www.dgft.gov.in/CP/>
- 2 https://www.india.gov.in/official-website-directorate-general-foreign-trade?utm_source=chatgpt.com
- 3 https://www.dgft.gov.in/CP/?opt=ft-procedures&utm_source=chatgpt.com
- 4 https://www.dgft.gov.in/CP/?opt=trade-notice&utm_source=chatgpt.com