

COURSE TITLE	CAPSTONE PROJECT-EXPANDING INDIAN BUSINESSES INTO GLOBAL MARKETS
COURSE CODE	04GB0306
COURSE CREDITS	2

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

- 1 To develop a comprehensive understanding and practical exposure of the chosen research topic in their domain.
- 2 Analyze real-world case studies of Indian businesses expanding globally to identify success factors and pitfalls.
- 3 Evaluate different modes of international market entry and recommend the most suitable option for a selected Indian business.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
Total Hours		

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
Total Hours		

Textbook :

- 1 Research Methodology, C R Kothari, New Age Publishers, 2023

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
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Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Project