



Course Title: Understanding International Business Management

Course Code: N.A.

Credit Units: THREE

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	0	0	2	3

Course Objectives:

This course provides an overview of the importance of international business and trade in the global economy and explores the factors that influence success in international markets. Students will learn about the techniques and strategies associated with marketing, distribution, and managing international business effectively .

Prerequisites:

Student's keen interest in International Business Management.

Student Learning Outcomes:

At the completion of this course, students will be able to:

- Learn about the fundamentals of international business and the global economy
- Acquire an appreciation of the different dimensions of the global economy.
- Recall the drivers of global business
- Analyse the main economic and business organisations which facilitate global business
- Evaluate the different dimensions of global business

Course Contents/Syllabus:

	Weightage (%)
Module I: Business, Trade and the Economy <ul style="list-style-type: none">• Terminology, Concepts and Business Communications Practices• The Importance of International Business• The Impact of International Business on India• Introduction to International Trade Theory:<ul style="list-style-type: none">◆ Mercantilism◆ Absolute Cost Advantage Theory◆ Comparative Cost Theory◆ Michael Porter Model of Competitive Advantage• International Interdependence	20%
Module II: Global Environment for Business <ul style="list-style-type: none">• Globalization and its effects on Business• Factors Influencing Participation in International Business• Foreign Market selection process• Entry modes: Franchising, Exporting, Licensing, International Agents, International Distributors, Cross Border Mergers & Acquisitions, Strategic Alliances, Joint Ventures	25%
Module III : Factors Influencing Success in International Markets <ul style="list-style-type: none">• Cultural Factors• Political, Economic, and Geographic Factors	25%

<ul style="list-style-type: none"> • Avoiding & Managing Common Mistakes & Problems • India's International Competitiveness 	
<p>Module IV: Marketing Challenges, Approaches and Distribution</p> <ul style="list-style-type: none"> • Marketing Challenges • Marketing Approaches • Logistics & Global Distribution 	10%
<p>Module V: Understanding Integrations</p> <ul style="list-style-type: none"> • Tariff and Non-Tariff barriers • General Agreement on Trade and Tariffs (GATT), General Agreement on Trade and Services (GATS) • Understanding Functions of: <ul style="list-style-type: none"> Global Integrations <ul style="list-style-type: none"> ◆ WTO Regional Integrations: <ul style="list-style-type: none"> ◆ European Union (EU). ◆ North American Free Trade Agreement (NAFTA) ◆ South Asian Association for Regional Co-operation (SAARC) 	20%

Pedagogy for Course Delivery:

Teaching-Learning pedagogy has a healthy blend of both theoretical and practical aspects. The classroom sessions involving lectures, case discussions and presentations are designed to facilitate learning of theory along with its practical applications. The post session assignments/projects require the students to work on the concepts taught in the classroom. Participants are also exposed to lectures by industry experts for practical insights into industry trends and current issues.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	NA	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid Term Exam	Project	Viva	Attendance	70%
Weightage (%)	10%	10%	5%	5%	

Text & References:

- Daniels,J.D.,Radebaugh L.H.,Sullivan D.P. & Prashant Salwan (2011), International Business: Environments and Operations, Pearson Hall, Delhi
- Charles W L Hill. And Arun Kumar Jain(2009). International Business: competing in the global market place, 6ed.Mc Graw-
- Hill Francis Cherulinam,(2008), International Business, Himalaya Publishing House Bhalla and Raju,(2010), International
- Business Environment, Sage Publication

Supplementary reading is highly desirable, in particular, *before* you begin the course. You are advised to read as widely as you can in general business magazines and newspapers. Given the broad scope of this course, *both academic and* business publications are relevant, particularly the more serious, business-oriented press.

The most useful among daily newspapers are The Economic Times, Published by Bennett, Coleman &Co. Ltd.