



**Course Title: INTERNATIONAL BUSINESS AND PRACTICE**

**Course Code: IB602**

**Credit Units: THREE**

**Level: PG**

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

**Course Objectives:**

This course provides a comprehensive overview of the role that international business plays in the global economy. This knowledge shall help to understand the complexities, risks and opportunities of international business and provide a global perspective on international trade, including foreign investments, impact of financial markets, international marketing, and the operation of MNC's. Students would get to know business practices organizations adopt to tap global opportunities. It will also create awareness on career opportunities that exist in international business and MNC's.

**Prerequisites:** Interest in International Business, Globalization and MNC's.

**Student Learning Outcomes:**

By the end of the course the students would have an:

- Introductory & comprehensive overview of IB.
- Understanding of why companies and countries are compelled to globalize.
- Understanding of the complexities, risks, opportunities, operations & business practices adopted by global companies.
- Overview of global Trade, Finance, Marketing and MNC's Operation.
- Awareness of career opportunities in IB.

**Course Contents/Syllabus:**

	Weightage (%)
<b>Module I: Globalization &amp; Multinational Corporations</b>	15
<ul style="list-style-type: none"><li>• Int'l Business in 21<sup>st</sup> century; World's Top Economies</li><li>• Globalization - Meaning and implications ; Drivers of Globalization; The globalization debate - arguments for and against ;</li></ul>	

<ul style="list-style-type: none"> <li>• Multinational Corporations- Definition, Types, Organization, Design &amp; Structures, Head quarters and Subsidiary relations ;</li> <li>• EPRG Model</li> </ul>	
<b>Module II : Introduction to International Marketing</b>	<b>20</b>
<ul style="list-style-type: none"> <li>• Differences between domestic and international business ;</li> <li>• Different Modes of entry into international markets – Factors &amp; Types – a) Export &amp; b) Production Abroad</li> <li>• Export – Indirect and Direct Export</li> <li>• Production Abroad - Assembly/Contract Mfg, Licensing, Franchising, Joint Ventures, Mergers &amp; Acquisition, Wholly owned subsidiary.</li> </ul>	
<b>Module III: Introduction to International Trade</b>	<b>20</b>
<ul style="list-style-type: none"> <li>• Theories- Theory of Mercantilism, Absolute advantage, Comparative Advantage, Hecksher-Ohlin theory, The New product life cycle theory, The New Trade theory, Porter’s Diamond Model ;</li> <li>• Tariff &amp; Non-tariff barriers</li> <li>• GATT, WTO, TRIPS, TRIMS, GATS, Ministerial Conferences, WTO round of negotiations.</li> </ul>	
<b>Module IV: International Business Environment</b>	<b>20</b>
<ul style="list-style-type: none"> <li>• External Environment - STEEPLE / PESTLE Analysis</li> <li>• Implication of environment differences due to Economic, Social, Political, Legal, Cultural variations</li> <li>• Hofstede Model</li> </ul>	
<b>Module V: Introduction to International Financial System</b>	<b>25</b>
<ul style="list-style-type: none"> <li>• International Financial Markets – Equity, Debt, Foreign Exchange &amp; Commodities</li> <li>• Role of Banks in Global Financial Transactions – NOSTRO, VOSTRO, SWIFT</li> <li>• Modes of Payment in International Trade – Advance, Open Account, Documents on Collection, L/C, Consignment-basis</li> <li>• FDI’s &amp; FII’s.</li> </ul>	

**Pedagogy for Course Delivery:**

Lectures, Trade Statistics, Discussions, Case study, Group presentation, Field Visit and Corporate/ Guest Lecture.

**Assessment/ Examination Scheme:**

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

30	NA	70
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**Theory Assessment (L&T):**

Continuous Assessment/Internal Assessment					End Term Examination
<b>Components (Drop down)</b>	Mid-Term Exam	Project	Case study	Attendance	
<b>Weightage (%)</b>	10	10	5	5	70

**Text & References:**

- Daniels, J.D.,Radebaugh L.H.,Sullivan D.P. & Prashant Salwan (2013), International Business: Environments and Operations, Pearson Hall, Delhi
- Varma, Sumati (2012), International Business, Pearson Hall, Delhi
- Sundaram and Black,(2013), International Business Environment, Prentice Hall Of India Pvt. Ltd.
- Hollensen & Banerjee, Global Marketing, (2012), Pearson Hall.
- Warren & Bhargava, Global Marketing Management (2013), Pearson Hall.
- Bhalla and Raju,(2012), International Business Environment, Sage Publication
- Francis Cherulinam,(2012), International Business, Himalaya Publishing House
- Charles Hill,(2012), International Business, McGraw Hill
- Copeland, L.S. (2013), Exchange Rates & International Finance, Pearson Education