



**Course Title: Understanding International Business Environment**

**Level- UG**

**Course Code:**

**Credit Units:3**

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

**Course Objectives:**

The purpose of this paper is to enable the students learn nature scope and structure of International Business, and understand the influence of various environmental factors on international business operations.

**Pre-requisites:** General awareness of economy towards business & industries.

**Student Learning Outcomes:** On completion of this course, the students will be able to:

- Explain the effects of various environmental factors on Business .
- Outline how an entity operates in a business environment.
- Have relevant knowledge for a changing business environment.
- Develop perspective on neo-liberal trends influencing regional business.

**Course Contents/Syllabus:**

	Weightage (%)
<b>Module I : Introduction to International Business:</b>	20
Importance nature and scope of International business; strategies for going Global. Conceptual Frame work of MNCs; MNCs and Host and Home Country relations.	
<b>Module II : Environmental Context of International Business:</b>	25
Framework for analyzing international business environment – Economic, Political, Cultural and Legal environments in International Business ,Domestic, foreign and global environments and their impact on international business decisions. World trade in goods and services – Major trends and developments, state policy, Entry Strategies	

<b>Module III International Financial and Labor Environment</b>	20
Indian money and capital markets, stock Exchange: meaning, functions and constituents, Need of Indian government intervention in International business and the specific legislations, EXIM policy, FEMA, SEBI etc. International Labour Organization (ILO), International Labor Standards on Occupational Safety and Health	
<b>Module IV International Economic Institutions and Agreements</b>	20
International Economic Institutions – WTO, World Bank, IMF and their importance to India, Foreign Trade Policy. Regional Economic Groupings in Practice: Regionalism vs. multilateralism, Structure and functioning of Regional economic cooperation.	
<b>Module V: Multinational Corporations and their involvement in International Business</b>	15
Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances. Emerging Developments and Other Issues, Growing concern for ecology; Counter trade; IT and international business	

**Pedagogy for Course Delivery: Lectures, Case studies, Discussions**

The deliberation of the course will be a combination of lectures, and use of case studies, active participation in team exercises, and sharing of practical information by Industry experts to reinforce learning.

**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)	CPA	Project	Class Test	Attendance	
Weightage (%)	5	10	10	5	70

**Text and References:**

Bennet, Roger, International Business, Financial Times, Pitman Publishing, London

Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi

Czinkota, Michael R., et. al., International Business, the Dryden Press, Fortworth

Daniels, John D. and Radebaugh, Lee H., International Business: Environment and Operations, 8th ed., Addison Wesley, Readings

Griffin, Ricky W. and Pustay, Michael W, International Business: A Managerial Perspective, Addison Wesley, Readings

Hill, Charles W. L., International Business, McGraw Hill, New York, 2000