



Masters of Business Administration (MBA) – Semester - 3 Course Teaching Plan

Course Title: International Business Immersion study (Project)
Course Credit:4.5

Course Introduction

This is a project based learning of international business environment ,economic environment which deals with International business strategy for entry and expansion of business practices to various countries for MNCs as well as start ups and their operations with reference to global environment. The project based experiential learning enables management students to understand different factors, business practises, international business ecosystem and its impact on international business decisions and policy framework. Project work will give students a practical exposure of Global competitive business environment by doing International market analysis .

Course Objectives:

- To create awareness among management students about global competitive business environment.
- To impart the knowledge of theory and practice of international business among management students.
- To understand the cross-cultural diversity and various factors influencing business decisions in designing and implementing a sound business strategy.
- To understand export: import and various entry strategies
- To understand marketing management ,financial management ,Human resource management and production management concepts with respect to international business.

- To identify new business opportunities in emerging countries (SAARC, BRICS, CIS, AFRICA, East European countries, EU)
- To develop new business plan for starting a venture/business within a selected country.

Course Learning Outcomes:

- CLO1: Develop ability to analyze factors affecting international business environment and globalization
- CLO2: Analysing and identifying new business opportunities in designated countries.
- CLO3: Developing Strategies for new international market entry and growth in a designated country.
- CLO4: Understanding of Social ,cultural, economical, legal, geographical factors affecting product designing and strategic decisions.
- CLO5: Analyzing risks and challenges related to entry and expansion of business in a designated country.

Project based Methodology:

Stage 1: Formation of groups from 3rd semester.(Orientation session)

Stage 2: Classroom sessions and Expert sessions (workshop)

Session No.	Session Topic	Faculty
Session 1	Importance of international Business, defining Emerging Markets and their characteristics	Subject faculty
Session 2	Economic, Political and Legal and Cultural Factors in Emerging Markets	Subject faculty
Session 3	Cross Cultural issues in Doing Business in Emerging Markets	Subject faculty
Session 4	Entry Strategies to Emerging Markets	Subject faculty
Session 5	Export ,Import Process for doing international Business	Subject faculty

Session 6 & 7	Doing Business in Africa	Industry Expert
Session 8	Doing Business in East European countries	Industry Expert
Session 9	Doing Business in Middle East	Industry Expert
Session 10	Doing Business in Latin America	Industry Expert
Session 11	Doing Business in Asian Countries	Industry Expert
Session 12	Doing Business in CIS	Industry Expert

Stage 3: Country selection

Process: Each group has to select a country of their choice as well as a product of their choice to study international business related to that country.

Project Focus: Doing Business in African markets

Rationale:

Africa's potential as a growth market for business remains both underestimated and misunderstood—as does the potential for business to play a transformative role in solving the continent's economical and political challenges.

Africa's fast-growing population and markets present vast opportunities for business in an environment of slowing global growth. At the same time, greater innovation and investment from business is essential to meet Africa's unfulfilled demand for goods and services, close the gaps in its infrastructure, create jobs, and decrease poverty. Here, we describe the extent of the African business opportunities in key sectors and suggest steps investors can take to translate that opportunity into profitable, sustainable businesses.

Africa's 54 countries are diverse in terms of population, development levels, growth rates, and stability. While Nigeria has nearly 190 million people and Ethiopia and Egypt have over 90 million people each, most African nations have populations below 20 million. Likewise, nine countries make up three-quarters of Africa's GDP, and in 2030 three countries will represent almost half of the household consumption on the continent: Nigeria (20 percent), Egypt (17 percent), and South Africa (11 percent). Many smaller countries, however, are growing fast and increasing their share of the continental GDP and consumption. We expect East Africa and Francophone Central and West Africa to increase their share in Africa's overall consumption significantly.

If one looks at the global history post world war II ,first 25 years belonged to the US overlapped another 5-10 years for Japan and Asian tigers. The next 25 to 30 years where clearly china's .the

current quarter of century undoubtedly belongs to India but the next phase certainly belongs to Africa with massive resources, physical and human. This pendulum may move towards Latin American countries as specially Brazil, Argentina, Chile, Mexico etc. Therefore it may be worthwhile to focus on African continent to get a foothold in future markets

Stage 4: Industry Mentoring (Project Mode)

Mentors will be allocated based on country selection.

Stage 5: Secondary research for country scanning

Country scanning and secondary research based on Cultural factors, Economical factors, Geographical factor, Legal and Political factors, Technological factors privileging and affecting business environment.

Stage 6: Product selection with various entry modes/strategies

Identify one product with the potential of import or export with an African country with analysis of the various entry modes to that country

Stage 7: Primary research and validation (Interviews, Focus Group Discussions)

Stage 8: Prepare international business strategy and business Model for starting a business.

Stage 9: First rounds of presentations in front of Internal Mentors.

Stage 10: Report submission

Stage 11: Final Presentation in front of Expert panel

(Expert panel will select 10 best International business projects (50 to 60 students) based on predefined criteria, who will be given opportunity to visit the researched country along with mentors. Here, they can have exposure for new business opportunity and establish new business venture in the selected country. Faculties and students team can develop industry linkages and develop a platform for international placements and internship

Assessment Scheme :

Specific assessment method	% Weight age	Practical				
		CLO 1	CLO 2	CLO3	CLO4	CLO5
International Business Project(External Evaluation Done by	40%	✓	✓	✓	✓	✓

Expert Panel)						
Internal Evaluation by internal faculty mentor		✓	✓	✓	✓	✓
Workshop & participation	20%					
Internal Presentation	20%					
Project Report	20%					

Educational Resources

Educational Resources	Description
i. Reference Books	(1)International project handouts by Experts and Faculty members. (2) International Business – Elements and Operations by Daniels (3) International marketing by Justin Paul
ii. Reports	UNIDO reports given by resource persons
iii. Website	www.intracen.org (website of International Trade Centre)

