



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 9th Semester

Subject Name: International Business

Subject Code: 2597102

With effective
from academic
year 2020-21

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Analyze</i> the relationships between international business and the political, economic, legal, and social policies of countries, regions, and international institutions.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Evaluate</i> the impact of cultural, political and environmental factors on decision making in international business.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Identify</i> and evaluate how foreign markets, institutions and cultures differ from one another
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Recommend</i> global solutions with an awareness of cultural sensitivity. • <i>Recommend</i> resolutions to international ethical issues within a business environment.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Develop</i> an international business plan and <i>justify</i> the strategies adopted.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Conduct</i> an environmental scan to evaluate the impact of world issues on an organization's international business opportunities.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4539281	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Analyze</i> the relationships between international business and the political, economic, legal, and social policies of countries, regions, and international institutions.	3	2	2	1	3	1	-	-	3
LO2: <i>Evaluate</i> the impact of cultural, political and environmental factors on decision making in international business.	1	2	2	1	3	1	-	-	3
LO3: <i>Identify</i> and <i>evaluate</i> how foreign markets, institutions and cultures differ from one another.	1	1	1	1	2	-	1	1	1
LO4: Recommend solutions for international business with an awareness of cultural sensitivity.	1	1	-	1	2	2	3	1	1
LO5: <i>Recommend</i> resolutions to international ethical issues within a business environment.	1	1	-	1	2	2	3	1	1
LO6: <i>Develop</i> an international business plan and <i>justify</i> the strategies adopted.	2	2	2	3	3	1	-	-	2
LO7: <i>Conduct</i> an environmental scan to evaluate the impact of world issues on an organization's international business opportunities.	2	2	-	3	3	1	1	1	1



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2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

3. **Course Contents:**

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p>Globalization and International Business:</p> <ul style="list-style-type: none">• International business and globalization• Difference between International business and Global Business.• Factors driving globalization• Reasons for firms to engage into international business• EPRG Framework (Ethnocentric, polycentric, region-centric, geocentric orientations)• Modes of operations in international business• Differences between domestic and international business <p><u>Global Business Environment:</u></p> <p>Cultural Environment:</p> <ul style="list-style-type: none">• People, nation, languages, religion, behavioural practices, communications <p>Political Environment:</p> <ul style="list-style-type: none">• Individualism v/s collectivism• Political ideology• Political risk <p>Legal Environment:</p> <ul style="list-style-type: none">• Types of legal systems• Legal issues in international business• Strategic considerations <p>Economic Environment:</p> <ul style="list-style-type: none">• Types of economic systems• Economic analysis – inflation, unemployment, debt, income distribution, poverty, balance of payments	10	18
II	<p>International trade theories:</p> <ul style="list-style-type: none">• Laissez-Faire, interventionist approaches• Classical Trade theories:<ul style="list-style-type: none">▪ Factor-mobility theory▪ Mercantilism, neo-mercantilism▪ Theory of absolute advantage▪ Theory of comparative advantage• Modern trade theories:<ul style="list-style-type: none">▪ Product Life Cycle theory▪ Porter's Diamond theory of national advantage▪ Country similarity theory▪ Global Strategic Rivalry theory of International	10	18



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	<p style="text-align: center;">Trade</p> <p>Government and Trade:</p> <ul style="list-style-type: none"> • Government intervention, rationales for intervention • Instruments of trade control • Tariff and non-tariff barriers <p>Cross national cooperation:</p> <ul style="list-style-type: none"> • Regional economic integration • Major trading groups <ul style="list-style-type: none"> ▪ EU, NAFTA, ASEAN, BRICS, SAARC 		
III	<p>Foreign Exchange:</p> <ul style="list-style-type: none"> • Meaning, Players, major foreign exchange markets • Exchange rate arrangements • Determining exchange rates • Business implications of exchange-rate changes <p>Country evaluation and selection:</p> <ul style="list-style-type: none"> • Information in scanning • Collecting and analyzing data <p>Strategic framework:</p> <ul style="list-style-type: none"> • Integration versus local responsiveness • Types of strategy – international, multi-domestic, global, transnational <p>International Organizational Structure:</p> <ul style="list-style-type: none"> • Organizational Structure for international business operations 	10	17
IV	<p>Marketing Globally:</p> <ul style="list-style-type: none"> • Marketing strategies • Product, Price, Place, Promotion strategies <p>International HRM:</p> <ul style="list-style-type: none"> • HRM and the global company • Expatriate – Perspective, managing expatriates <p>Global Manufacturing:</p> <ul style="list-style-type: none"> • Global supply chain strategies • Supplier networks <p>Corporate Governance and Corporate Social Responsibility (international context).</p>	10	17
V	<p>Practical:</p> <p>A group of students shall select a product and prepare a feasibility report for international business of that product to/from a country of their choice. Students are supposed to meet companies dealing in international business. The faculty shall guide students on conducting research about how to go about Global / Country Study with reference to a Local / Global Company.</p>	---	(30 marks CEC)



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4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan, Prashant Salwan	International Business – Environments and Operations	Pearson	15 th (2016)
2	Mike W. Peng and Deepak K Srivastava	Global Business	Cengage	Latest Edition
3	Simon Collison, Rajneesh Narula, Alan M. Rugman	International Business	Trans-Atlantic	2016
4	Alan M. Rugman, Simon Collinson	International Business	Pearson	2008 / 5 th
3	Charles Hill, Arun Kumar Jain	International Business	McGraw Hill	10 th
4	Sumati Verma	International Business	Pearson	3 rd
5	S. Tamer Cavusgil, Gary Knight, John Riesenberger	International Business: The New Realities	Pearson	2017
6	Ehud Menipaz, Amit Menipaz, Shiv S. Tripathi	International Business: Theory and Practice	Sage	2017
7	P. SubbaRao	International Business: Text and Cases	Himalaya	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Foreign Trade Review
2. Economic & Political Weekly
3. Journal of International Business Studies
4. Journal of International Business
5. EXIM India