

COURSE MODULE: INTERNATIONAL BUSINESS

Course Coordinator: Ms. Lakshmi M R				Academic Year: 2025-26	
Department: MBA					
Course Code	Course Title	Core/Elective	Prerequisite	Contact Hours	Total Hrs./Sessions
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MBA302	International Business	Core	-	4:0:0	50

Course Learning Objective:

1. To explore and offer knowledge on Global Business Environment.
2. To explore knowledge on International Institutions involved in global business.
3. To assist the students to develop a truly Global Perspective.
4. To understand the contemporary issues in global business that illustrates the unique challenges faced by managers in the IBE.

Teaching-Learning Process (General Instruction):

1. To bridge academic concepts with real-world practices through interactions with global business leaders, experts, and institutions, thereby enhancing practical understanding and industry relevance.
2. To encourage self-directed and technology-enabled learning through the use of pre-class digital content, online resources, and interactive classroom activities that promote continuous learning and application.
3. To promote teamwork, research aptitude, and communication skills through collaborative learning projects, group discussions, and presentations on contemporary global business topics.
4. To provide experiential learning opportunities by engaging students in simulations, role plays, and activities that develop competencies in managing cross-cultural teams, trade negotiations, and international strategy formulation.
5. To develop analytical and problem-solving abilities by applying international business theories, frameworks, and models to real-world cases and global managerial challenges.

Module-1

Introduction to International Business: Evolution, Meaning, Importance, Nature and Scope of International Business, Characteristics of International Business, Factors affecting International Business, Changing scenario of International Business, Advantages of International Business, challenges in international business, Modes of entry into International Business, Internationalization Process.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-2

International Business Environment: Introduction, Meaning and Components of International Business Environment, Political Environment, Legal Environment, Economic Environment, Technological Environment, Socio and Cultural Environment, Ethics in International Business and CSR in International Business.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-3

Theories of International Business: Introduction, Mercantilism, Theory of absolute cost advantage, Comparative cost advantage theory, Comparative cost advantage with money, Relative factor endowment theory, Product life cycle theory, Global strategic rivalry theory, Porter's National Competitive Advantage Theory.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-4

International Institutions: UNCTAD- Introduction, Principles and achievements, IMF-Role and objectives, WTO-Role and advantages, TRIMS, TRIPS Features, Economic Integration-Introduction, Levels of Economic Integration, Regional Economic Integration in Europe, USA, ASEAN, SAARC, SAPTA.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk.

Module-5

Multi-National Corporations: Definition and Meaning, factors that contributed to positive growth of MNCs, Importance of MNCs, Advantages and disadvantages of MNCs, MNCs in India, Organizational structure of MNCs, Transfer of Technology, Global Competitiveness, Indicators of competitiveness, Technology of Global competitiveness.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-6

Basics of International Marketing- Environment and cultural dynamics of global markets, functions of International Marketing, determining International Marketing strategies in different stages of PLC, Major actors in International Marketing, Competitive Global Marketing Strategies.

Global HRM- Characteristics, Nature and factors of IHRM, Functions of IHRM,

Global Finance-Features of Global Capital Market, Growth of Global Capital Market, Global equity market.

International Production Management-Coordinating Global Manufacturing System.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Course Outcomes:

At the end of the course, the student will be able to:

CO1 Defining international business and describe how it differs from domestic business with respect to laws, regulations and taxation.

CO2 Identify and describe factors and forces that affect an organization's decision to internationalize its business.

CO3 Describe and compare strategies for internationalization.

CO4 Identify and analyze challenges in working, communicating and negotiating in a cross-cultural context.

CO5 Discuss the role of corporate social responsibility (CSR) in international business practice.

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

Continuous Internal Evaluation: There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE

1. Two Unit Tests each of 50 Marks (Will be reduced to 25 marks)

2. Two assignments each of 25 Marks or one Skill Development Activity of 50 marks

to attain the COs and POs

The sum of two tests, two assignments/Skill Development Activities, will be scaled down to 50 marks

CIE methods /question paper is designed to attain the different levels of Bloom's taxonomy as per the outcome defined for the course.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE.

List of Text Books

1. International Business (text and cases): P Subba Rao, HPH, 4/e, 2017.
2. International Business: competing in the global market place, Charles W L Hill, Tata McGraw-Hill., 5th Edition, 2005.
3. International Business, Justin Paul, PHI Learning, 2010.
4. International Business: V. K. Bhalla, S Chand, 1/e, 2013.
5. The International Business Environment: Anant K. Sundaram/ J. Stewart Black-Prentice Hall.
6. International Business environments and Operations John D Daniel, Lee H Radebaugh, Daniel P Sullivan- Pearson Education, 10th edition, 2004.
7. The International Business Environment Janet Morrison Mac Millan Palgrave, 2004
8. International Business Environment by Francis Cherunilam- Himalaya Publishing House, 2004.

Weblinks links and Video Lectures (e-Resources):

1. <https://www.pdfdrive.com/international-business-environment-e56594187.html>
2. <https://www.pdfdrive.com/business-environment-e54194142.html>
3. https://ebooks.lpuude.in/commerce/mcom/term_3/DCOM501_INTERNATIONAL_BUSINES_S.pdf
4. <https://www.yumpu.com/en/document/view/63865501/pdf-download-international-business-case-studies-for-the-multicultural-marketplace-full-online>
5. <http://elibrary.gci.edu.np/bitstream/123456789/681/1/BM727%20The%20International%20Business%20Environment%20Challenges%20and%20Changes%20by%20Jamie%20Weatherston.pdf>
6. <https://www.taylorfrancis.com/books/edit/10.4324/9780080511306/international-business-case-studies-robert-moran-david-braaten-ph-john-walsh>
7. https://www.youtube.com/watch?v=3hMNvnd_HbQ
8. https://onlinecourses.nptel.ac.in/noc20_mg54/preview
9. <https://www.coursera.org/learn/international-business>

Mapping of COS and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2			2				2		
CO3				3				2	
CO4		2		2					3
CO5		1				2	3		