



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3rd Semester

Subject Class: Functional_ Elective

Subject Name: International Business (IB)

Subject Code: 4539281

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Ability to analyse the relationships between international business and the political, economic, legal, and social policies of countries, regions, and international institutions to develop a framework for successful decision-making.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> Critically analyse current conditions in developing and emerging markets and evaluate present and future opportunities and risks for international business activities. Use creative thinking and innovative strategies to see new global opportunities.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> Ability to develop and implement strategies to address the impact of cultural differences on an organization's international trade initiatives. Identify and evaluate the complexities of international business and globalization from home versus host-country, regional, and cultural perspectives.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> Ability to recommend strategies which support principles of corporate social responsibility and ethics associated with business presence in international markets.
Effective Communication (EC)	<ul style="list-style-type: none"> Communicate effectively the strategies relevant to an international business environment.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Ability to collaborate with international partners to capitalize on new global opportunities.

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> <u>Cultural Environment:</u></p>	10	18



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	<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 		
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 Trade <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 	10	18
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 	10	17



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	<ul style="list-style-type: none"> 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 		
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: 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)

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	<ul style="list-style-type: none"> Continuous Evaluation Component 	30 marks
	<ul style="list-style-type: none"> Class Presence & Participation 	10 marks
	<ul style="list-style-type: none"> Quiz 	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)



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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				
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