

Subject Code:1MS2020412

Subject Title: International Business

1. Course Objectives and Outline:

This course is intended to provide an understanding of various aspects of International Business. It provides knowledge of International business environments. It is aimed at familiarizing students with concepts and practices in International Business decisions. This course enables students with following concepts:

- International business and globalization
- International business environments
- Theories in international business
- Currency and foreign exchange
- Country selection

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Globalization and International Business Cultural Environments facing Business Political Environments Facing Business Legal Environments facing Business	12	25%
2	The Economic Environments facing Business International Trade and Factor mobility theory Government influence on trade	12	25%
3	Global Foreign Exchange Markets The Determination of Exchange Rates International Business Strategies	12	25%
4	Country Evaluation and selection Export and import strategies Direct investment and collaborative strategies The organization of international business	12	25%

4. Course Pedagogy

The pedagogy of the subject involves Lectures, Role Plays, Case Discussions, Real life International Business Scenarios. Students will be given group tasks and assignments. Students will also be assigned field tasks.

5. Suggested Readings

a. Books

- 1 International Business –Environments and Operations; by Daniels, Radebaugh, Sullivan and Salwan; Pearson Education
- 2 International Marketing: Analysis and Strategy; by Onkovist and Shaw; Pearson Education
- 3 Global Business; by Mike W. Peng and Deepak K Srivastava; Cengage Learning
- 4 International Business; by Charles Hill and Arun Jain; Tata McGraw Hill

b. Journals/Magazines

- Harward Business Review.
- Business World
- Journal of International Business Studies by Springer
- International Business Review By Elsevier

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. - The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%