Subject Code: 1MS3010404	**Subject Title: Introduction to International Business**

1. Course Overview

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:

2. Course Objectives

After successfully completing this course students will:

- Develop an understanding of and an appreciation for basic international business concepts, theories, principles, and terminology.
- Be capable of identifying international market opportunities present for Indian Company.
- Be able to demonstrate an awareness and knowledge of the impact of environmental factors (cultural, economic, institutional, legal and political) on international business activities.
- Be capable of developing a global business strategy by applying the basic concepts of product, pricing, promotion, and channels of distribution in international settings.

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	**Tutorial**	**Practical**	**Credit**			**Total**
				University Total Assessment	**Continuous Assessment**	
4	0	0	4	60	40	100

4. Syllabus:

Module No.	**Contents**	**Total Hours**	**Weight**
1	Introduction to International Business	10	25

	• International Business, Reason for International Business, Difference between Domestic and International Business, Advantage and Risk in International Business • Difference in Globalization & International business strategy • Introduction Glocalization		
2	External Environment & Its impact on International Business • Geographic and Demographic Environment • The cultural & Sub culture environments • The Political and Legal Environment • The Economic Environment • Technological Environment	15	25
3	Assessing Global Market Opportunities • Identifying International Market • Criteria for Selecting International Market	10	15
4	International Business Strategy • Entry Strategy • Product Strategy • Pricing Strategy • Distribution Strategy • Promotion Strategy - Inventive Negotiations with International Customers, Partners, and Regulators	15	35

5. Suggested Readings

Text Books

Author /s	Publication	Title
Philip Cateora and John Graham and Mary Gilly and Bruce Money	Tata McGraw Hill	International Marketing

Reference Books

Author /s	Publication	Title
Daniels, Radebaugh, Sullivan and Salwan	Pearson Education	International Business – Environments and Operations

Onkovist and Shaw	Pearson Education	International Marketing: Analysis and Strategy
Mike W. Peng and Deepak K Srivastava	Cengage Learning	Global Business

6. Evaluation Scheme

Sr. No.	Component	Weight
1	**University Examination** * For the written examination, the open book examination may be opted by the paper setter appropriately	**60%**
2	**Internal Assessment** -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; *Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.* -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%**