Branch Name:	Management
Program Code:	MS301
Course Title:	International Business Environment
Course Code:	1MS3010781
Pre-requisite Course:	

Course Objectives:

1. To explore and offer knowledge on global business environment
2. To explore knowledge on international institutions involved in promotion of← global business,
3. To make future global managers

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
				Theory (Marks)		Practical (Marks)		
Lecture (L)	Tutorial (T)	Practical (P)	Credit	University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	Total (Marks)
4	0	0	4	60	40	--	--	100

Syllabus:

Module No	Topic	Total Hours	Weightage (%)
1	**International Economic Environment** Economic environment – political and regulatory environment – demographic environment – social, cultural and technological environment Regional integration and trade blocs – Types of integration – theory of customs union, European union – regional groupings – integration of developing countries – SAARC,SAPTA, international commodity agreements – quota agreements – Cartels – Bi-lateral & Multilateral contracts– Economic institutions – International Monetary Funds (IMF) – World Bank, Asian Development Bank, UNCTAD, UNIDO, International Trade Centre, WTO, GATT, GATS, TRIM, TRIPS.	**12**	**25%**
2	**International Trade and Investment Theory** Historical developments of Modern Trade theory – Investment Theories – Theory of capital movements – Market imperfections – Internationalization – Appropriability –Location specific advantage – eclectic.	**12**	**25%**
3	**International Trade and Payments** Government Influence on Trade: Trade in merchandise – Trade in services – Global sourcing – degree of dependence – balance of payments – trade and BOP of India. Cultural contacts of global management –Understanding the role of culture – communicating across cultures – cross cultural negotiations and decision making.	**12**	**25%**
4	**Multi National Corporation** Definition and Meaning – Importance and dominance of MNCs – Code of conduct – MNCs in India – Transfer of Technology – global competitiveness – indicators of competitiveness -competitive advantage of nations – Technology and Global competitiveness. International Operations – Global supply chain management – global manufacturing strategies – factors affecting international HRM and staffing policy – International negotiations – international asset protection –Protection of IPRs.	**12**	**25%**

Text Books:

1. Adhikary, Manab, GLOBAL BUSINESS MANAGEMENT, Macmillan, New Delhi

Reference Books:

1. Bhattacharya.B, GOING INTERNATIONAL RESPONSE STRATEGIES FOR INDIAN SECTOR, Wheeler Publishing Co, New Delhi.
2. Black and Sundaram, INTERNATIONAL BUSINESS ENVIRONMENT, Prentice Hall of India, New Delhi.
3. Gosh, Biswanath, ECONOMIC ENVIRONMENT OF BUSINESS, South Asia Book, New Delhi.
4. Aswathappa, INTERNATIONAL BUSINESS, Tata Mc Graw Hill publications, New Delhi.

Course Learning Outcomes (CLO):

1. Understand the concept of International Business and International Business Environment
2. Explain business expansion abroad and key issues related to their operations in other countries.
3. Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.
4. Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization
5. Recognize the different types of economic integrations.
6. Understand and analyze the operations of MNCs through real case assessment.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes(POs)												Program Specific Outcomes(PSOs)			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CLO1	H					M										
CLO2	H			L												
CLO3		H			L									H		
CLO4							M		L						M	
CLO5		M		H												
CLO6	H							M								

H:High, M:Medium, L:Low