

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Introduction to International Business
Course Code:	2MS3010404T
Pre-requisite Course:	Types of Business, Forms of Business, Foreign Policy, Monetary Policy Etc.

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:

Course Objectives

After successfully completing this course students will:

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

Teaching Scheme (Hours per week)

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

Subject Contents:

Sr. No.	Topic	Total Hours	Weight (%)
1	Introduction to International Business 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	10	25
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
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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

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Demonstrate understanding of management theories, current issues of management, the development of conceptual frameworks to guide their application within organizations operating in an increasingly global and competitive environment.	1.Remember
CLO2	Acquire a strong foundation in key functional areas of business management to enable them to succeed as effective managers in an increasingly complex and dynamic environment.	3 Apply, 4 Analyse
CLO3	Exhibit a coherent body of knowledge on economic, ethical, environmental, legal, political, sociological, and technological factors together with their effects at local, national and international levels upon the strategy, behavior and management of organizations.	3 Apply, 4 Analyse
CLO4	Demonstrate command of a range of competencies relevant to cross-border management, including inter-cultural awareness and understanding.	2. Understand 3 Apply, 4 Analyse
CL05	Acquire and use a range of concepts, tools and techniques for problem solving and decision-making for analyzing complex and inter-related business scenarios.	5 Evaluate, 6 Create

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes(POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	M		L	L	M	L	H	M	
CLO2	H	H	L	H		M				
CLO3	H	L	H			L		L		M
CLO4	H	H		H					H	
CLO5			H			H	M	H		

H: High, M: Medium, L: Low