Faculty of Management Studies
Master of Business Administration (Sem- III)
In Effect from Academic Year 2023-24

Branch Name:	MANAGEMENT (International Business)
Program Code:	MS201
Course Name:	International Business Environment
Course Code:	2MS2010381T
Pre-requisite Course:	Basics of Business Management

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	00	00	100

Subject Contents:

Sr. 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	10	20%
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.	10	20%
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.	10	20%
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.	10	20%
5	**Economic institutions** – International Monetary Funds (IMF) – World Bank, Asian Development Bank, UNCTAD, UNIDO, International Trade Centre, WTO, GATT, GATS, TRIM, TRIPS.	8	20%

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.

List of Open-Source Software/learning website:

1. https://nptel.ac.in/
2. https://swayam.gov.in/

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

CLO	**Description**	**Bloom's Taxonomy Level**
CLO1	Analyze the economic, political, regulatory, demographic, social, cultural, and technological factors influencing international business.	Analyze
CLO2	Examine different investment theories their impact on internationalization strategies.	Evaluate
CLO3	Assess the influence of government policies on international trade in goods and services, global sourcing, and trade dependence.	Evaluate
CLO4	Analyze the importance and dominance of MNCs in the global economy and their impact on emerging markets like India.	Analyze
CLO5	Examine the roles and functions of international economic institutions in promoting global trade and economic stability.	Evaluate
CLO6	Apply knowledge of international trade frameworks, investment strategies, and institutional policies to formulate effective global business strategies.	Apply

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**	**PSO1**	**PSO2**
CLO1	H	H					H		H	H
CLO2	H	M	M						H	
CLO3	H	H					H		M	
CLO4	H		H				H		H	
CLO5	H				H		H		M	
CLO6				H	H	H	M		M	H

H: High, M:Medium, L:Low

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