

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	International Business
Course Code:	2MS3010802T
Pre-requisite Course:	Business Management,

Course Objectives:

- 1) To provide an understanding of various aspects of International Business
- 2) To acquaint the students with knowledge of international business environments
- 3) To familiarize students with concepts and practices in International Business decisions.

Teaching and Examination Scheme:

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

Subject Contents:

Sr. No.	Topic	Total Hours	Weightage (%)
1	Globalization and International Business Cultural Environments facing Business Political Environments Facing Business Legal Environments facing Business	10	20%
2	The Economic Environments facing Business International Trade and Factor mobility theory Government influence on trade	10	20%
3	Global Foreign Exchange Markets The Determination of Exchange Rates International Business Strategies	10	20%
4	Country Evaluation and selection Export and import strategies Direct investment and collaborative strategies The organization of international business	10	20%
5	Contemporary issues in international businesslike, Trade Wars, Intellectual property protection, Climate change & Sustainability, Digital transformation etc.	8	20%

Text Books:

Sr. No.	Books
1	International Business –Environments and Operations; by Daniels, Radebaugh, Sullivan and Salwan; Pearson Education

Reference Books:

Sr. No.	Books
1	International Marketing: Analysis and Strategy; by Onkovist and Shaw; Pearson Education
2	Global Business; by Mike W. Peng and Deepak K Srivastava; Cengage Learning
3	International Business; by Charles Hill and Arun Jain; Tata McGraw Hill

List of Open-Source Software/learning website:

1. https://onlinecourses.swayam2.ac.in/cec22_mg25/preview
2. https://onlinecourses.swayam2.ac.in/cec21_mg19/preview

LAB/Practical

1. Case Studies
2. Field Assignments
3. Country Project

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the international business concepts	1 Remember
CLO2	Comprehend the multidisciplinary nature of international business and international business environments	2 Understand
CLO3	Understand and adapt the basic export import procedures	2 Understand 3 Apply
CLO4	Describe the regulatory framework governing exports and imports	3 Apply
CLO5	Comprehend the role of international trade blocs, agreements and institutions in facilitating foreign trade	4 Analyse
CLO6	Frame international business strategies for successful business operations	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	M				L		H	L		L
CLO2	L	M	H	M			H			
CLO3						M	H		M	
CLO4							H		M	
CLO5			L				M			
CLO6	L						H	L		M

H: High, M: Medium, L: Low
