



## TEACHING PLAN: INTERNATIONAL BUSINESS

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|---------------------------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-------------------------|
| <b>SCHOOL: Alabbar School of Management</b> |                          | <b>ACADEMIC SESSION: 2023–2024</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                     | <b>FOR STUDENTS' BATCH: 2021-2024 BCOM VI SEM</b> |                         |
| 1                                           | Course code              | COM-602                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                     |                                                   |                         |
| 2                                           | Course Title             | International Business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                     |                                                   |                         |
| 3                                           | Credits                  | 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                     |                                                   |                         |
| 4                                           | Learning Hours           | <b>Contact Hours (Class room and Tutorial)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                     | <b>60</b>                                         |                         |
|                                             |                          | <b>Assessment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                     | <b>20</b>                                         |                         |
|                                             |                          | <b>Guided Study</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                     | <b>20</b>                                         |                         |
|                                             |                          | <b>Total hours</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                     | <b>100</b>                                        |                         |
| 5                                           | Course Objective         | <ol style="list-style-type: none"> <li>1. Knowledge: Basic and broad knowledge in international business environment, strategies, and management. Ability to apply concepts, principles, and theories to simple business situations.</li> <li>2. Global Perspective: Awareness of the different thinking and viewpoints of diverse cultures.</li> <li>3. Awareness of the global business environment and its impacts on businesses.</li> <li>4. Practical Application: Use of excel tools in real world scenarios.</li> <li>5. Awareness about foreign trade promotion and organization in India</li> </ol> |                                                                                                                                                                                                                                                                                                                                     |                                                   |                         |
| 6                                           | Course Outcomes          | <ol style="list-style-type: none"> <li>1. Understand the international business concept, mode of entry and environmental factors</li> <li>2. Understand the international trade theories and international organizational arrangement</li> <li>3. Understand the international regional economic co-operation and foreign market investment.</li> <li>4. Know the international organizational structure, key issues and role of IT in international business.</li> <li>5. Understand the foreign trade promotion and organization in India</li> </ol>                                                       |                                                                                                                                                                                                                                                                                                                                     |                                                   |                         |
| 7                                           | <b>Outline syllabus:</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                     |                                                   |                         |
| 7.01                                        | Unit                     | section                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Introduction</b>                                                                                                                                                                                                                                                                                                                 | <b>Reference Number</b>                           | <b>Teaching Methods</b> |
| 7.02                                        | Unit-1                   | (a)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Introduction to International Business: Globalization and its growing importance in world economy; Impact of globalization;<br><a href="https://nptel.ac.in/courses/109/105/109105113/">https://nptel.ac.in/courses/109/105/109105113/</a>                                                                                          | TB1<br>5-32                                       | White Board & PPT       |
|                                             |                          | (b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | International business contrasted with domestic business - complexities of international business; Modes of entry into international business. International Business Environment: National and foreign environments<br><a href="https://nptel.ac.in/courses/110/107/110107145/">https://nptel.ac.in/courses/110/107/110107145/</a> | TB1<br>525-528<br>114-147                         | White Board & PPT       |
|                                             |                          | (c)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Their components - economic, cultural, and political-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India's foreign trade.<br><a href="https://nptel.ac.in/courses/110/107/110107145/">https://nptel.ac.in/courses/110/107/110107145/</a>                           | TB1<br>127-128<br>52-63,<br>273-276<br>186-204    | White Board & PPT       |

|      |          |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                      |                   |
|------|----------|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|-------------------|
| 7.03 | Unit-II  | (a) | Theories of International Trade – an overview; Commercial Policy, Instruments - tariff and non-tariff measures; Balance of payment account and its components.<br><a href="https://onlinecourses.nptel.ac.in/noc21_hs46/previous">https://onlinecourses.nptel.ac.in/noc21_hs46/previous</a>                                                                                                                                                                                                                                                   | TB1<br>198-204<br>220-221            | White Board & PPT |
|      |          | (b) | International Organizations and Arrangements: WTO – Its objectives, principles, organizational structure, and functioning<br><a href="https://www.wto.org/english/thewto_e/whatis_e/whatis_e.htm">https://www.wto.org/english/thewto_e/whatis_e/whatis_e.htm</a>                                                                                                                                                                                                                                                                              | TB1<br>242-246                       | White Board & PPT |
|      |          | (c) | An overview of other organizations – UNCTAD, World Bank and IMF; Commodity and other trading agreements.<br><a href="https://www.imf.org/en/Research/commodity-prices">https://www.imf.org/en/Research/commodity-prices</a><br><a href="https://unctad.org/topic/commodities">https://unctad.org/topic/commodities</a>                                                                                                                                                                                                                        | TB1<br>372-375<br>579-583            | White Board & PPT |
| 7.04 | Unit-III | (a) | Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America, and Asia<br><a href="https://opentext.wsu.edu/cpim/chapter/2-4-regional-economic-integration/">https://opentext.wsu.edu/cpim/chapter/2-4-regional-economic-integration/</a>                                                                                                                                                                                                                                        | TB1<br>315-326                       | White Board & PPT |
|      |          | (b) | International Financial Environment: International financial system and institutions;<br><a href="https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/Module1-1.pdf">https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/Module1-1.pdf</a>                                                                                                                                                                                                                                                                                | TB1<br>371-394                       | White Board & PPT |
|      |          | (c) | Foreign exchange markets and risk management; Foreign investments - types and flows; Foreign investment in Indian perspective.<br><a href="https://nptel.ac.in/courses/110/105/110105057/">https://nptel.ac.in/courses/110/105/110105057/</a>                                                                                                                                                                                                                                                                                                 | TB1<br>342-364                       | White Board & PPT |
| 7.05 | Unit-IV  | (a) | Organizational structure for international business operations; Key issues involved in making international production, finance, marketing, and human resource decisions;<br><a href="https://nptel.ac.in/courses/110/105/110105057/">https://nptel.ac.in/courses/110/105/110105057/</a>                                                                                                                                                                                                                                                      | TB1<br>466-499<br>593-606<br>627-653 | White Board & PPT |
|      |          | (b) | International business negotiations. Developments and Issues in International Business:<br><a href="https://nptel.ac.in/courses/110/105/110105057/">https://nptel.ac.in/courses/110/105/110105057/</a>                                                                                                                                                                                                                                                                                                                                        | TB1<br>44-101                        | White Board & PPT |
|      |          | (c) | Outsourcing and its potentials for India; Strategic alliances, mergers, and acquisitions; Role of IT in international business; International business and ecological considerations.<br><a href="https://nptel.ac.in/courses/110/105/110105057/">https://nptel.ac.in/courses/110/105/110105057/</a>                                                                                                                                                                                                                                          | TB1<br>436-463                       | White Board & PPT |
| 7.06 | Unit-V   | (a) | Foreign Trade promotion measures and organizations in India; Special economic zones (SEZs) and 100% export-oriented units (EOUs);<br><a href="https://nptel.ac.in/courses/110/105/110105057/">https://nptel.ac.in/courses/110/105/110105057/</a><br><a href="https://www.mondaq.com/india/international-trade-investment/458508/special-schemes-for-export-promotion-in-india-sezseousstpshtpsbtps">https://www.mondaq.com/india/international-trade-investment/458508/special-schemes-for-export-promotion-in-india-sezseousstpshtpsbtps</a> | TB1<br>572-592                       | White Board & PPT |

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|--------------|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|-------------------|
|              |                                      | (b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Measures for promoting foreign investments into and from India; Indian joint ventures<br><a href="https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/Module26.pdf">https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/Module26.pdf</a> | TB1<br>520-522<br>570-585            | White Board & PPT |
|              |                                      | (c)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Acquisitions abroad. Financing of foreign trade and payment terms.<br><a href="https://nptel.ac.in/courses/110/105/110105057/">https://nptel.ac.in/courses/110/105/110105057/</a>                                                                            | TB1<br>525-527<br>200-202<br>192-198 | White Board & PPT |
| <b>8</b>     | <b>Course Evaluation</b>             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                              |                                      |                   |
| <b>8.1</b>   | <b>CA: 40%</b>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                              |                                      |                   |
| <b>8.1.1</b> | <b>Attendance</b>                    | 5%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                              |                                      |                   |
| <b>8.1.2</b> | <b>Assignment &amp; Presentation</b> | 20%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                              |                                      |                   |
| <b>8.1.3</b> | <b>Class test</b>                    | 15%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                              |                                      |                   |
| <b>8.1.4</b> | <b>Any other</b>                     | --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                              |                                      |                   |
| <b>8.2</b>   | <b>MTE</b>                           | 20%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                              |                                      |                   |
| <b>8.3</b>   | <b>End-term examination: 40%</b>     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                              |                                      |                   |
| <b>9</b>     | <b>Text Books &amp; References</b>   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                              |                                      |                   |
| <b>9.1</b>   | <b>Text book</b>                     | TB1: Charles, W.L. Hill and Jain, Kumar, Arun. International Business. New Delhi: Tata McGraw-Hill. 10e.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                              |                                      |                   |
| <b>9.2</b>   | <b>References</b>                    | RB1: Johnson, Derbe., and Colin Turner. International Business - Themes & Issues in the Modern Global Economy. London: Roulledge.<br>RB2: Cherunilam, Francis. International Business: Text and Cases. Prentice Hall of India Ltd.<br>RB3: Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. International Business. Pearson Education (Singapore) Pvt. Ltd.<br>RB4: Justin, Paul. International Business. Prentice Hall of India Ltd.<br>RB5: Michael R. Czinkota et al. International Business. Fortforth: The Dryden Press.<br>RB6: RBI. Report on Currency & Finance, various issues.<br>RB7: Griffin, Ricky W. and Michael W. Pustay. International Business-A Managerial Perspective. Prentice Hall.<br>RB8: Bennett, Roger. International Business. Delhi: Pearson.<br>RR1: UNCTAD Reports.<br>RR2: WTO, Annual Report, various issues.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                              |                                      |                   |
| <b>9.3</b>   | <b>Video References</b>              | <a href="https://nptel.ac.in/courses/109/105/109105113/">https://nptel.ac.in/courses/109/105/109105113/</a><br><a href="https://nptel.ac.in/courses/110/107/110107145/">https://nptel.ac.in/courses/110/107/110107145/</a><br><a href="https://onlinecourses.nptel.ac.in/noc21_hs46/preview">https://onlinecourses.nptel.ac.in/noc21_hs46/preview</a><br><a href="https://www.wto.org/english/thewto_e/whatis_e/whatis_e.htm">https://www.wto.org/english/thewto_e/whatis_e/whatis_e.htm</a><br><a href="https://www.imf.org/en/Research/commodity-prices">https://www.imf.org/en/Research/commodity-prices</a><br><a href="https://unctad.org/topic/commodities">https://unctad.org/topic/commodities</a><br><a href="https://opentext.wsu.edu/cpim/chapter/2-4-regional-economic-integration/">https://opentext.wsu.edu/cpim/chapter/2-4-regional-economic-integration/</a><br><a href="https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/Module1-1.pdf">https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/Module1-1.pdf</a><br><a href="https://nptel.ac.in/courses/110/105/110105057/">https://nptel.ac.in/courses/110/105/110105057/</a><br><a href="https://www.mondaq.com/india/international-trade-investment/458508/special-schemes-for-export-promotion-in-india-sezseousstpshtpsbtps">https://www.mondaq.com/india/international-trade-investment/458508/special-schemes-for-export-promotion-in-india-sezseousstpshtpsbtps</a><br><a href="https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/Module26.pdf">https://nptel.ac.in/content/storage2/courses/110105031/pr_pdf/Module26.pdf</a> |                                                                                                                                                                                                                                                              |                                      |                   |

### Mapping of Outcomes v. Topics

| Outcome no. →           | 1 | 2 | 3 | 4 | 5 |
|-------------------------|---|---|---|---|---|
| Syllabus topic↓         |   |   |   |   |   |
| Paper Code.Unit I (a)   | ✓ |   |   |   |   |
| Paper Code. Unit I (b)  | ✓ |   |   |   |   |
| Paper Code. Unit I (c)  | ✓ |   |   |   |   |
| Paper Code.Unit II (a)  |   | ✓ |   |   |   |
| Paper Code. Unit II(b)  |   | ✓ |   |   |   |
| Paper Code. Unit II(c)  |   | ✓ |   |   |   |
| Paper Code.Unit III (a) |   |   | ✓ |   |   |
| Paper Code. Unit III(b) |   |   | ✓ |   |   |
| Paper Code. Unit III(c) |   |   | ✓ |   |   |
| Paper Code.Unit IV (a)  |   |   |   | ✓ |   |
| Paper Code. Unit IV(b)  |   |   |   | ✓ |   |
| Paper Code. Unit IV(c)  |   |   |   | ✓ |   |
| Paper Code.Unit V (a)   |   |   |   |   | ✓ |
| Paper Code. Unit V(b)   |   |   |   |   | ✓ |
| Paper Code. Unit V(c)   |   |   |   |   | ✓ |

### Question Bank

[10 Marks]

1. How would you describe the modern challenges in international Business domain along with their possible solutions in international business management?
2. Explain the types and elements of culture as an environment in the international business management.
3. What are the forms of international business?
4. Explain the reasons for internationalization
5. Examine the steps needed to upgrade domestic business into international business
6. Can you explain the impact of technological change on global markets?
7. Based on your understanding discuss the various causes, concerns, and issues in Economic Globalization.
8. Explain the different factors of international business environment?
9. Can you elaborate the political, economic, social, and cultural environment of international business with suitable real time example?
10. What is your opinion on international business environment & its macro political & cultural environment?
11. How would you explain the various factors causing Globalization of Business?
12. Analyse the trend of international business environment in India.
13. How international business differs from domestic business?
14. Explain the scope of international business.
15. Explain the benefits of international business both to nations and firms.
16. What is exporting & importing? Explain its advantages and limitations.

17. What is joint venture? Explain its advantages & limitations.
18. Explain the steps to be followed in export trade to obtain excise clearance.
19. Explain the steps to be followed in export trade after obtaining excise clearance?
20. Explain briefly the steps involved in the import procedure.
21. Explain any eight measures & schemes that the Indian government has evolved for promoting the country's exports.
22. Which is the easiest mode of entering international markets?
23. What is meant by Cultural Environment?
24. 'International trade will further pollute the natural environment' -discuss.
25. Discuss International Environment.
26. Discuss the various forms of International Business and their relative merits and pitfalls.
27. Discuss the role played by MNC's in technological transfer.
28. What are the issues that should be negotiated in Foreign Collaboration?
29. What are organizational issues in International Business? Explain.
30. What is FDI? Illustrate in detail the concept of FDI

[5 Marks]

31. Write about the theories and methods of FDI.
32. The decision of how much power should be delegated to a manager of a subsidiary is crucial, and depends on several factors.
33. Examine these factors with their importance in Multinational Corporation.
34. What are the implications of globalisation of business?
35. Briefly explain the globalisation of production, markets, technology and investment.
36. Explain the challenges of globalisation of Indian industries.
37. Explain the functions of a UNCTAD.
38. How will you draft an Arbitration agreement?
39. Discuss in detail the dispute settlement procedures of WTO.
40. Elaborate on the implications of TRIPS and GATS.
41. Explain the role of WTO in International Business.
42. Why do the regional trade blocks emerge in business?
43. Identify three types of attitudes in the choice of organizational structure.
44. Discuss any one innovative production technique used in international firms to face intense competition.
45. Explain the step-by-step procedure for International Commercial Arbitration.
46. How does WTO settle disputes in international business?
47. Define the national and international environment
48. What are tariff and non-tariff measures?
49. What is balance of payment (BOP) and explain its components
50. Define the WTO organizational structure and its functions
51. Explain the World Bank, IMF AND UNCTAD.
52. Explain the regional grouping form
53. Define the foreign exchange market and risk management in Indian perspective
54. What is organizational structure for international operation?
55. What is merger, acquisition, and alliances?

### **PROJECTS (To be given to group of students)**

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1. Collecting the secondary data of trading India and other countries
  2. Conducting the research on Impact of International trading on Indian Economy.
  3. Define the functioning of IMF and WTO?
  4. Define the mode of entry in foreign market?
  5. Write the challenges for business at international level?

6. Define the tariff and non-tariff barriers?