

International Business
Sem III

I> Course Content:

Semester	III Core
Subject	International Business (Common)
Course Code	MMSC301 (RGCMS)
Credits	4
Duration	40

Learning Objective:

1. To develop a deep understanding of International Management
2. To develop the analytical ability of the student to attain an insight into International
3. Management contexts

Module

Sr.No.	Content	Activity	Course Outcome
1	Introduction to International Business Definition, Objectives, Scope, reasons to do IB, General & Govt. IB intentions, Perlmutter's EPRG Model	Lecture & Interactive Teaching	MMSC301.1
2	Country Analysis - PESTEL analysis, The Atlas of Economic Complexity, Porter's Diamond Model & Country Risk analysis	Lecture, Video lectures, Visual study- http://atlas.cid.harvard.edu , Activity on PESTEL of Emerging markets	MMSC301.2
3	Cross Cultural Management- Hofstede's Cultural Dimension, CAGE Framework Pankaj Ghemawat, Culture and Leader Effectiveness:The GLOBE Study	Lecture, Interactive Teaching, Caselet	MMSC301.2
4	Mode of Entry into foreign markets -Market/Country Entry – Direct & Indirect Export, Franchising, Licensing, Strategic Alliances, JV, M&A, Turnkey, etc.	Lecture, Interactive Teaching, Group Discussion	MMSC301.3
5	Investment Decisions -	Lecture, Interactive Teaching, Case Study	MMSC301.4
	Drivers of FDI – Special emphasis on emerging markets		
	Offshore Banking		
	Forex Management – ADR-GDRs- EU bonds		
6	WTO Regional Trade Agreements- building blocks & Major agreements	Lecture, Interactive Teaching	MMSC301.1

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7	Managing of Multinationals -	Lecture, Interactive Teaching, Case study	MMSC301.5
	Organization Structure - Matrix, Geographic, Product		
	International HRM Expatriate Management, Staffing of subsidiaries		
	Integration Response Models - Types & Control of subsidiaries		
	Global manufacturing and supply chain - Optimizing of Supply chain, Offshoring V/S Outsourcing		

II> Course Outcomes

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to....	<u>Cognition</u>
MMSC301.1	Understand the concepts of international business & WTO	Understand
MMSC301.2	Analyze the impact of country attractiveness & cultural differences on business operations and design	Analyze
MMSC301.3	Understand modes of entry into foreign markets	Understand
MMSC301.4	Understand the international investment decisions	Understand
MMSC301.5	Analyze the concepts of multinational & subsidiary development & I-R model	Analyze

Text books

Sr. No.	Books
1.	International Business - Mike W. Peng; Klaus E. Meyer - Cengage Learning
2.	International Business Environment, The: Text and Cases- J Stewart Black ; Anant K Sundaram – Prentice Hall India
3.	International Business –Charles W L Hill - McGraw Hill

Reference books

Sr. No.	Books
1.	International Management - Arvind V Pathak - TMH
2.	The Cultural Dimension of International Business – Gary P Ferraro – Pearson
3.	Multinational Management – John B. Cullen _ Thomson
4.	International Business: Challenges and Choices - Alan Sitkin, Nick Bowen – Oxford Press