

MCM5203

INTERNATIONAL BUSINESS

Course Code	MCM5203	Semester	II
Course Title	<i>INTERNATIONAL BUSINESS</i>		
Credits	4	Type	Core

This course shall have 3 lecture hours, 2 practicals, 1 tutorial.

This is a Skill based, employability based, and entrepreneurship skill based course.

Course Objective

This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate. It will examine the strategies and structures of international business and assess the special roles of an international business's various functions and also helps to prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.

Learning Objectives

- Familiarized the students with functions and practice of International business.
- To provide an understanding of international business and its various dimensions.
- To analyze business issues in a globalized era.

Course Structure

UNIT I:

International Business: Nature, Scope and Importance of IB: Types of International Business, factors influencing international business, Reasons for the growth and Regulations of international business. Tariffs and Non-Tariffs barriers. Stages of internationalization of business, domestic oriented company to transnational company- challenges of international business. Drivers of Globalization. Basic Entry Decisions; Multinational Corporations: MNCs Culture, MNCs and LDCs, Joint Ventures, World Trade and Protectionism- UN Millennium Development Goals

UNIT II:

Foreign Trade Policy: Latest FTP – EXIM policy of India – Institutional support by Government for Foreign trade – Registration formalities to get IEC number from DGFT – Documentation in International Trade – Payment terms: L/C, D/PD/A – Sale Terms: Quotations, FOB, CIF – Financing: Pre-shipment and Post-shipment- Insurance procedures – Pre-shipment inspection – Quality control – Processing of Export Order.

UNIT III:

Regulatory Environment of International Business: Environment Laws - International Trading Environment, Bilateral, Trilateral and Multilateral Treaties, International Economic Institutions – GATT, ASB, WTO, BRICS, UNCTAD, IMF, IBRD, International Laws, International Trading Arrangements of India, Pakistan and

China. Free Trade Area, Regional Economic Integration.

UNIT IV:

Foreign collaborations and alliances, Joint Ventures: Foreign Direct Investment (FDI) –meaning, nature, foreign collaboration and alliances, factors influencing FDI, reasons for FDI, costs and benefits of FDI, present scenario of FDI in India, Make in India – Anoverview.

UNIT V:

Multinational Corporations: Definition-Organizational Structures-Dominance of MNC's- Recent Trends-Code of Conduct-Multinationals in India-Case Studies.

Practicals

- Examine the regulatory environment of International Business and their dominance.
- Consolidate the code of Conduct followed by topMNCs.
- Assess Bilateral, Trilateral and Multilateral Treaties of International Business law concerning any industry.

Skills

- The students get acquainted with nature, scope, structure and operations of international business and familiarize them with trends and developments in International Business Environment and policyframework.
- Students develop an understanding about MNCs and their recent trends and role inIndia.

Learning/Course Outcomes

- Understand the most widely used international business terms and concepts.
- Identify the role and impact of political, economic, social and cultural variables in international business.
- Speak knowledgeably on the important role played by multinational economic and social aid organizations such as the UN, EU, IMF and World Bank in facilitating international trade and business

Books for Reference

1. Alan M. Rugman, Richard M. Hodgetts, International Business, Pearson Education.
2. Anant K Sundaram J, Stewart Black, The International Business Environment, Prentice Hall of India.
3. Aswathappa .K, International Business, Tata McGraw Hill Education.
4. Ball, Donald, Wendall H. McCulloch, Michael Geringer, Michael S. Minor and Jeanne M. McNett, International Business: The Challenge of Global Competition, McGraw Hill Co.
5. Bhasin, N., Foreign Direct Investment in India: Policies, Conditions and Procedures, New Century Publications.
6. Daniels, Radebaugh, Sullivan, International Business, Pearson Education
7. Francis Cherunilam – International Business (Second EDITION)- (Wheeler Publishing)

8. FrancisCherunilam:InternationalBusiness:TextandCases-,PHILearningPvt.Ltd.New Delhi.
9. G.S.Batra & R.C.Dangwal, International Business : NewTrends
10. Griffin, Ricky W. and Pustay, Michael W (2017), International Business: A Managerial Perspective , PrenticeHall.
11. Hill, Charles, W.L., International Business, McGraw Hill Company, NewYork.
12. P Subbarao, International Business,HPH.
13. S.N.Chary, Elements of International Business, Wiley India Pvt.,Ltd.
14. V.K. Bhalla. International Business , S. Chand & Company Pvt. Ltd. NewDelhi.