

Name of College: S. R. Luthra Institute of Management								
<b>Faculty</b>	Management			<b>Program</b>	Master of Business Administration (M.B.A.)			
<b>Year</b>	I			<b>Version</b>	1.0			
<b>Semester</b>	2			<b>Effective From</b>	June 2023			
<b>Course Code</b>	MGMB11205	<b>Course Name</b>	International Business					
<b>Teaching Scheme</b>				<b>Examination Scheme</b>				
<b>Credits</b>	<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>ME</b>	<b>CE</b>	<b>SE</b>	<b>V</b>	<b>Total</b>
4	4	0	0	30	40	50	---	120

**Course Outcomes:**

<b>CO1</b>	<i>Analyse</i> the issues, challenges, and opportunities in the business domain to achieve its global objectives.
<b>CO2</b>	<i>Determine</i> the effect of international trade theories, influencing the role of government and develop effective ethical business strategies.
<b>CO3</b>	<i>Discover</i> the importance of institutions that deal with foreign exchange and its impact on current and future business practices.
<b>CO4</b>	<i>Create</i> business plans and functional strategies to lead business more competitive in the global world.

**Mapping Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	3	2	2	2	1	1
<b>CO2</b>	2	2	1	3	1	2
<b>CO3</b>	2	3	1	2	1	2
<b>CO4</b>	3	3	2	2	1	3



Sr. No	Module	Description	CO	Marks	Hours
1	I	<p><b>An Overview of International Business:</b></p> <ul style="list-style-type: none"> <li>• Meaning and Goal of International Business</li> <li>• International Business Approaches (EPRG Framework)</li> <li>• Stages of Internationalization</li> <li>• Difference between Domestic Business and International Business</li> <li>• Modes of Operations in International Business</li> </ul> <p><b>Globalization:</b></p> <ul style="list-style-type: none"> <li>• Difference between International business and Global Business.</li> <li>• Factors driving globalization.</li> </ul> <p><b>Global Business Environment:</b></p> <ul style="list-style-type: none"> <li>• <b>Cultural Environment:</b> People, nation, languages, religion, behavioral practices, communications.</li> <li>• <b>Political Environment:</b> Individualism v/s collectivism, Political ideology, Political risk.</li> <li>• <b>Legal Environment:</b> Types of legal systems, Legal issues in international business.</li> <li>• <b>Economic Environment:</b> Types of economic systems, Economic analysis: - inflation, unemployment, debt, income, distribution, poverty, balance, of payments.</li> <li>• <b>Technological Environment:</b> Technological innovations, Security risks and mishaps.</li> </ul>	1	13	10



2	II	<p><b>International Trade Theories:</b></p> <ul style="list-style-type: none"> <li>• Classical Trade Theories</li> <li>• Factor-mobility theory</li> <li>• Mercantilism, neo-mercantilism ▪ Theory of absolute advantage</li> <li>• Theory of comparative advantage · Modern Trade Theories</li> <li>• Product Life Cycle theory</li> <li>• Porter’s Diamond theory of national advantage</li> <li>• Country similarity theory</li> </ul> <p><b>Government Trade:</b></p> <ul style="list-style-type: none"> <li>• Government intervention, Rationales for intervention</li> <li>• Instruments of trade control</li> <li>• Tariff and non-tariff barriers</li> </ul> <p><b>Trade Agreements and Cross-national cooperation</b></p> <ul style="list-style-type: none"> <li>• WTO</li> <li>• Regional economic integration: EU, NAFTA, ASEAN, BRICS, SAARC</li> </ul>	2	12	10
3	III	<p><b>Foreign Exchange:</b></p> <ul style="list-style-type: none"> <li>• Meaning, Players, major foreign exchange markets</li> <li>• Business implications of exchange-rate changes</li> </ul> <p><b>Country Evaluation and Selection:</b></p> <ul style="list-style-type: none"> <li>• Information in scanning</li> <li>• Collecting and analyzing data</li> </ul> <p><b>Strategic Framework:</b></p> <ul style="list-style-type: none"> <li>• Integration versus local responsiveness</li> <li>• Types of strategy – international, multi-domestic, global, transnational</li> </ul>	3	11	8
4	IV	<p><b>Marketing Globally:</b></p> <ul style="list-style-type: none"> <li>• Marketing strategies</li> <li>• Product, Price, Place, Promotion strategies</li> </ul>	4,5	14	12



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		<p><b>International HRM:</b></p> <ul style="list-style-type: none"> <li>• HRM and the global company</li> <li>• Expatriate – Perspective, managing expatriates</li> </ul>			
		<p><b>Global Manufacturing:</b></p> <ul style="list-style-type: none"> <li>• Global supply chain strategies</li> <li>• Supplier networks</li> </ul>			
		<p><b>Ethical Consideration in International Business</b></p>			

REFERENCE

<b>Books:</b>	
1.	Daniels, J., Radebaugh, L., Sullivan D., Salwan P.(2016). <i>International Business-Environments and Operations</i> . Pearson.
2.	Rao, S. P. (2011). <i>International Business: Text and Cases</i> . Himalaya Publishing House.
3.	Hill, C., Jain, A. (2015). <i>International Business</i> . MacGraw Hill.
4.	Peng, M. W., Srivastava D. K. (2022). <i>Global Business</i> . Cengage.
5.	Collison, S., Narula, R. & Rugman, A. M. (2016). <i>International Business</i> . Trans-Atlantic Publications Inc.
<b>Newspapers / Magazines / Journals:</b>	
1.	News Paper: Business Standard, Economic Times, Times of India.
2.	Magazine: Economic & Political Weekly, EXIM India.
3.	Journals: Foreign Trade Review, Journal of International Business Studies, Journal of International Business,

