

Name of Institute: Indus Institute of Management Studies (IIMS)
Name of Faculty: Dr Samir Gopalan

Course code: MB0401

Course name: International Business Management

Pre-requisites: Business Policy and Strategic Management (MBA Sem-III)

Credit points: 3 Credits

Offered Semester: IV

Course Coordinator (1 to 18 weeks)

Full Name: Dr Samir Gopalan

Department with siting location: HOD, IIMS

Email: mba.hod@indusuni.ac.in

Consultation times: 9:00 AM to 5:00 PM (prior appointment)

Course Lecturer (1 to 18 weeks)

Full Name: Dr Samir Gopalan

Department with siting location: HOD, IIMS

Email: mba.hod@indusuni.ac.in

Consultation times: 9:00 AM to 5:00 PM (prior appointment)

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

The Course aims to achieve the following objectives:

1. Apply theories, tools, and insights found in the field of international management to common real-world scenarios.
2. Demonstrate or understanding of the similarities (without which no international business could take place) and differences among the peoples of the world and how they affect business management.
3. Discuss how various legal, political, economic, and cultural systems affect business attitudes and behaviour.
4. Discuss the managerial issues related to strategic planning, human resource management, financial management, motivation, and leadership which arise in an international context.

Course Outcomes (CO)

At the completion of the course, the student will be able to:

CO1. Understand the trend of globalization and difference between operations of domestic and international business

CO2. Know the various international trade theory, importance of FDI and regional economic integration

CO3. Describe monetary system in international business, role of foreign exchange market and international monetary fund

CO4. Comprehend strategies and alliances of international trade business, control system and impact of culture on going global

CO5. Demonstrate meaningful understanding of global operations in terms of import and export, global production and outsourcing, and managing human resources

Course Outline

Module 1 - Introduction

Module 2 - The Global trade and Investment Environment

Module 3 - The Global Monetary System

Module 4 - Strategy and Structure of International Business

Module 5 - Business Operations

Method of delivery

Lectures, Discussion, Case Studies, and Analytical Exercises

Study time

Three hours per week

CO-PO Mapping (PO: Program Outcomes)

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	√		√				√
CO 2	√	√	√				√
CO 3	√	√				√	√
CO 4	√	√		√		√	√
CO 5	√	√	√	√		√	√

Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

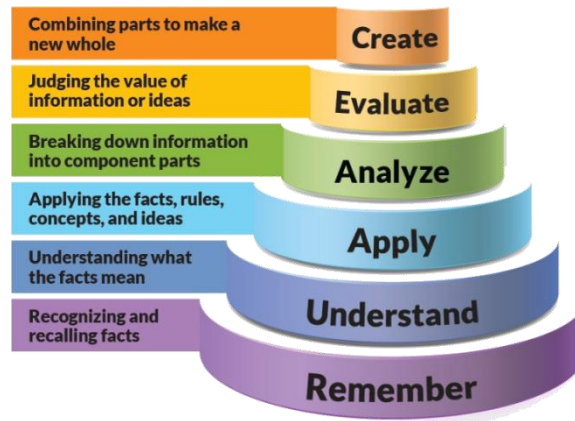


Figure 1: Blooms Taxonomy

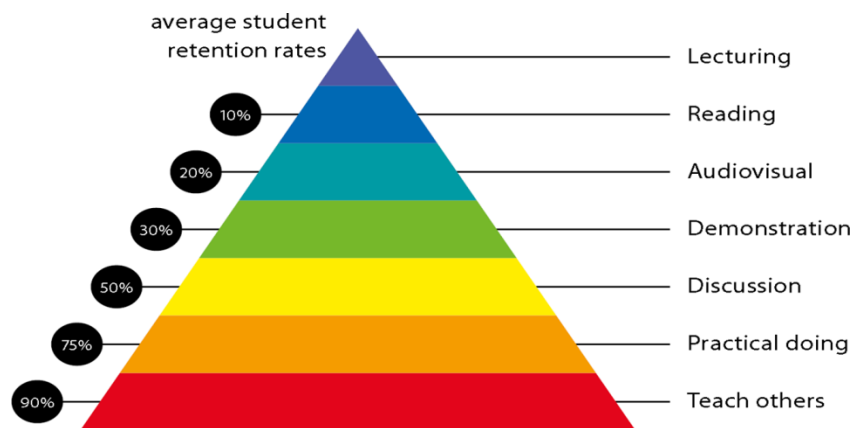


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered
 (Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Management Graduate Capabilities
<p>Informed Gain an understanding of the complexity of international business operations and how differences in culture, international regulations, complicated structure of import and export policies of different countries, and foreign exchange market provide challenges for international business management.</p>	<p>1 Professional knowledge, grounding & awareness</p>
<p>Independent learners Locate, evaluate and synthesize complex information. Opportunities to acquire these abilities are developed through lectures, case discussion and various experiential exercises.</p>	<p>2 Information literacy, gathering & processing</p>
<p>Problem solvers Developing critical thinking skills that are pertinent for problem solving and innovation in today's competitive market.</p>	<p>4 Problem solving skills</p>

Effective communicators Develop the ability to reflect on issues on hand. Through active participation enhance the skills to communicate verbally and in writing and develop practices expected of today's professionals.	5 Written communication
	6 Oral communication
	7 Teamwork
Responsible Gain a more nuanced appreciation of the challenges posed by globalization, including standard practices, policy regime, higher demand of quality product, and customers' expectations which will help to thrive in a diverse range of careers after graduation.	10 Sustainability, societal & environmental impact

Practical work:

Understand international business management followed by organisations, assignments

Lecture/tutorial times:

Lecture	Monday	09:00 – 09:55 a.m.
Lecture	Wednesday	09:00 – 09:55 a.m.
Lecture	Friday	09:00 – 09:55 a.m.

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

1. Hill, Charles W. L., Arun K Jain, International Business, McGraw Hill Publication
2. Francis Cherulinam, International Business

Additional Materials (Reference Books)

- Griffin, Ricky W. and Pustay, Michael W- Addison Wesley, International Business: A Managerial Perspective, Readings, 1999
- Bhattacharya. B; Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi, 1996.

- Rao and Rangachari, International Business

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Class Test - I	10% (week 4)	Objectives (1-2)
Case Study – I	10% (week 8)	Objectives (3-5)
Assignment	20% (due week 10)	Objectives (1-3)
Case Study- II	20% (due week 15)	Objectives (1-5)
Final exam (<i>closed book</i>)	40%	Objectives (1-5)

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 50% in Continuous Internal Evaluation (CIE) or end semester will be considered for supplementary assessment in the respective components (i.e CIE or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (CIE or end semester) and need to obtain the required minimum 50% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -5% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own

- if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule(subject to change)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Globalization	CO1 & CO2	Lecture and Case Discussion (Wipro Ltd – The New Face of Global Competition)
Weeks 2	National Difference in Political Economy	CO1 & CO2	Lecture and Case Discussion (Nano is Paradigm-Busting Innovation)
Week 3	Difference in Culture	CO1 & CO2	Lecture and Case Discussion (The Poorest Continent)
Week 4	Ethics in International Business	CO1, CO2 & CO3	Lecture and Case Discussion (Mired in Corruption – Kellogg Brown)
Week 5	International Trade Theory	CO1, CO2 & CO3	Lecture and Case Discussion (Mittal Built the World's Largest Steel Firm)
Week 6	Political Economy of International Trade	CO2 & CO3	Lecture and Case Discussion (Subsidy Dogfight – Boing versus Airbus)
Week 7	FDI; Political Economy of FDI	CO2 & CO3	Lecture and Case Discussion (Starbucks' FDI)
Week 8	Regional Economic Integration	CO2 & CO3	Lecture and Case Discussion (Boing V/S Airbus – Two Decades of Trade Disputes)
Week 9	Foreign Exchange Market: Introduction, Nature and Function	CO2 & CO3	Lecture and Case Discussion (The Rising Euro Hammers Auto Parts Manufacturers)
Week 10	International Monetary System; Crisis Management by IMF	CO2 & CO3	Lecture and Case Discussion (The Tragedy of The Congo)
Week 11	Strategy of International Business	CO4	Lecture and Case Discussion (The Evolution of The Strategy At P&G)
Week 12	Organization of International Business	CO4	Lecture and Case Discussion (Asian Paints – Global Expansion Strategy)

Week 13	Entry Strategy and Strategic Alliances	CO4	Lecture and Case Discussion (Toyota – The Rise Of Global Corporation)
Week 14	Exporting; Importing and Countertrade	CO5	Lecture and Case Discussion (Megahertz Communication)
Week 15	Global Production, Outsourcing and Logistics	CO5	Lecture and Case Discussion (Competitive Advantage at Dell)
Week 16	Global Marketing and R&D	CO5	Lecture and Case Discussion (Astro Boy – Marketing Japanese Anime to The World)
Week 17	Global HRM	CO5	Lecture and Case Discussion (Molex)
Week 18	Accounting in International Business	CO5	Lecture and Case Discussion (China's Developing Accounting System)