

Integrated MBA 5 Yrs Syllabus from Admission Batch 2016-17 onwards

7 th Semester	16IMN704	International Business	L-T-P 4-0-0	4 Credits	35 hrs
--------------------------	----------	------------------------	----------------	-----------	--------

Course Objective :

To gain adequate knowledge about the different aspects of the international business environment and global investment arena.

Module-I :

International Business Environment: International Business –Definition –features, Internationalizing business-Advantages –Limitations, difference between domestic and international business, factors causing globalization of business- international business environment – country attractiveness –Political, economic and cultural environment – protection Vs liberalization of global business environment.Promotion of global business – different forms of international business – advantages and disadvantages. Ethical issues in international business – Ethical decision-making, role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements. Prospects and challenges of International trade.

Module-II :


International Trade And Investment:Challenges for global business – global trade and investment – theories of international trade (Classical and Modern Theory). Theory of International Investment (FDI & FII) – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages. Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – **instruments of trade policy:** Concept, Tariffs, Import Quotas, Types of Quotas, Export Subsidies, Voluntary Export Restraints, Administrative Policies.

Module III :

International Strategic Management:Organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development , pricing, production and channel management- Investment decisions – economic- Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers- Training and development – compensation.

Books:

- International Business, Jaiswal, HPH
- International Business ,Rakesh Mohan Joshi, Oxford University Press
- International Business, Vyuptakesh Sharan, Pearson


Director, Curriculum Development
Biju Patnaik University of Technology, Odisha
Bhubaneswar