MBPC3029 INTERNATIONAL BUSINESS (3-0-0)

Course Objectives:

1. Gain insights into the definition, features, and factors driving international business, including the political, economic, and cultural environments, and the promotion of global business.
2. Learn about theories of international trade and investment, challenges for global business, regional trade blocks, and strategic options for global competitiveness.
3. Understand the instruments of trade policy, including tariffs, quotas, subsidies, and trade agreements, and their impact on international trade and investment.
4. Develop skills in international strategic management, including organizational structures, performance evaluation, global production

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.

Course Outcomes:

CO-1: Develop a comprehensive understanding of international business environments, trade theories, and strategic management principles, enabling effective decision-making in global business contexts.

CO-2: Acquire proficiency in analyzing trade policy instruments and their impact on international trade and investment, facilitating informed strategic planning and policy formulation.

CO-3: Develop strategic competence in global business operations, including market entry strategies, supply chain management

CO-4: Apply strategic management principles to real-world scenarios, including product development, pricing, production, and channel management.

Books:

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

- International Business, Vyuptakesh Sharan, Pearson