

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

ELECTIVE COURSES

Subject Name: INTERNATIONAL BUSINESS (IB)

Subject Code: 2830006

1. Course Objective: The course is intended to provide a basic understanding about the finer aspects of international business to the students. It is aimed at making the students realize that international business is a combination of multiple disciplines brought together in a systematic manner. The integration of General Management, Operations, Financial Management, Marketing Management as well as Human Resource Management in an international perspective is essential to international business.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	Globalization and International Business. The cultural environments facing business. The Political and Legal Environment facing business. The Economic Environment facing Business.	7	17
II	Government influence on Trade. Cross-national cooperation and agreements. Global foreign exchange markets. The Determination of Exchange Rates.	7	17
III	The Strategy of International Business. Country Evaluation and Selection. Export and Import Strategies. The Organization of International Business.	7	18

IV	Marketing Globally. Global manufacturing and Supply Chain Management. International Accounting Issues. The Multinational Finance Function. Human Resource Management.	7	18
V	Practical: Student shall study at least 4 to 5 Case Studies on International / Global Businesses. The faculty shall guide students on conducting research about how to go about Global / Country Study with reference to an International / Global Company.	8	Internal Evaluation (20 Marks Of CEC)

4. Teaching Method:

- a) Case discussion covering a cross section of decision situations.
- b) Discussion on Issues and techniques of strategic aspects
- c) Project Assignment/Quiz/Class Participation, etc.

5. Evaluation:

A	CEC- Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	50 marks (Internal Assessment)
B	Mid-Semester examination	Weightage 30% (Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	Daniels, Radebaugh, Sullivan and Salwan	International Business – Elements and Operations	Pearson Education	Latest Edition
T2	Mike W. Peng and Deepak K Srivastava	Global Business	Cengage Learning	Latest edition
T3	Charles Hill and Arun Jain	International Business	Tata McGraw Hill	Latest edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
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R1	Onkovist and Shaw	International Marketing: Analysis and Strategy	Pearson Education	Latest Edition
R2	P. SubbaRao	International Business: Text and Cases	Himalaya	Latest Edition
R3	Dr. M B Rao, Manjula Guru	International Business	Vikas	Latest Edition
R4	O P Agarwal	International Business	Himalaya	Latest Edition
R5	R Chandran	International Business	University	Latest Edition
R6	Hyun Sooklee, R K Srivastava	International Business : Country Culture and Corporate Culture	Excel	Latest Edition
R7	Justin Paul	International Business	PHI	Latest Edition
R8	Barbara Parker	Introduction to Globalization and Business-Relationship and responsibilities	Sage India	Latest Edition
R9	Ajami	International Business: Theory and Practice	PHI	Latest Edition
R10	A Nag	International Business Strategy	Vikas	Latest Edition
R11	Johny Johnson	Global Marketing; Foreign Local Marketing and Global Marketing	Tata McGraw Hill	Latest Edition

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

- Journal of International Business
- Harward Business Review
- Business World
- SANKALPA: Journal of Management & Research (ISBN: 2231 1904)
- The Economic Times and Financial Express (Business Newspapers)

9. Session Plan:

Session Nos.	Topics to be covered
1	Globalization and International Business.
2-3	The cultural environments facing business
4-5	The Political and Legal Environment facing business.
6-7	The Economic Environment facing Business.
8-10	Government influence on Trade.

11	Cross-national cooperation and agreements.
12	Global foreign exchange markets.
13-14	The Determination of Exchange Rates.
15-16	The Strategy of International Business.
17-18	Country Evaluation and Selection.
19	Export and Import Strategies.
20-21	The Organization of International Business.
22	Marketing Globally.
23-24	Global manufacturing and Supply Chain Management.
25	International Accounting Issues.
26-27	The Multinational Finance Function.
28	Human Resource Management.
29-36	Practical: Student shall study at least 4 to 5 Case Studies on International / Global Businesses. The faculty shall guide students on conducting research about how to go about Global / Country Study with reference to an International / Global Company.