

INTRODUCTION TO INTERNATIONAL BUSINESS

Course Code	19HS5501E	Year	III	Semester	I
Course Category	Open Elective-I	Branch	Common to All	Course Type	Theory
Credits	3	L – T – P	3-0-0	Prerequisites	Nil
Continuous Internal Evaluation	30	Semester End Evaluation	70	Total Marks	100

Course Outcomes		Levels
After successful completion of the course, the student will be able to		
CO1	Apply the concepts of global dynamics which affect businesses and multinational firms in leveraging their capabilities and competencies	L2
CO2	Compare and contrast cultures and societies globally using socioeconomic, cultural and ethical frameworks	L3
CO3	Relate business expansion concepts abroad to key issues related to their operations in other countries.	L3
CO4	Develop entry strategies into other markets by recognizing the nature of institutions and forces governing the process of globalization.	L3
CO5	Use the concepts in international business with respect to foreign trade.	L3

Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2: Medium, 1: Low)														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1			3	2							3	3		
CO2			3	2							3	3		
CO3			3	2							3	3		
CO4			3	2							3	3		
CO5			3	2							3	3		

Syllabus		
Unit No.	Contents	Mapped COs
I	INTRODUCTION: History and Features of International Business. Globalization – Forces and dangers Firms’ face during International Business. International Business Environment - Geographical, Economic, Socio-cultural, political and legal environment, Culture and International Business	CO1
II	Conceptual framework of Multinational Enterprise (MNE) International Trade and Foreign Direct Investment, Understanding Emerging Markets and Regional Economic Integration, Fundamentals of International Monetary System	CO2
III	International economic institutions and agreements WTO, UNCAD, IMF, World Bank; Generalized system of preferences- GSTP International commodity agreements	CO3
IV	Modes of Operations in International Business, Exporting, Importing, and Global Sourcing, Differences between Domestic and International Business, E-Business	CO4
V	Social Responsibility and Ethics in International Business Counter trade IT and International Business Foreign Trade Policy/Trade Policy framework in India Export Promotion: Export Facilities & Incentives and Status holders and Export Zones.	CO5

Learning Recourse(s)**Text Book:**

1. Aswathappa,” International Business”, Tata Mc Graw Hill publications, New Delhi
2. Black and Sundaram, “International Business Environment”, Prentice Hall of India, New Delhi.
3. Cherunilam Francis, “International Business”, PHI Learning Pvt. Ltd., 2020

Reference Books:

1. Adhikary, Manab, “Global Business Management”, Macmillan, New Delhi.
2. Sumati Varma, “International Business”, Pearson