

**BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE – PILANI**  
**HYDERABAD CAMPUS**

**SECOND SEMESTER 2020-2021**  
**Course handout (Part-II)**

**Date: 16/01/2021**

In addition to part-I (General Handout for all courses appended to the timetable) this portion gives further specific details regarding the course.

**Course No.** : ECON F434  
**Course Title** : International Business  
**Instructor-in-charge** : Dr. Archana Srivastava  
**Instructor** : Dr. Archana Srivastava

**1. Scope and objective of the course:**

International business is an important subject that is being taught in various leading universities across the world. The international environment is constantly changing and presents attractive opportunities for management graduates, to participate in and benefit from it. The scope of this course is limited to providing the students with a general introduction to the subject and to arm them with a broad framework for handling real life business situations.

**2. Text Book:**

John D. Daniels & Lee H. Radebaugh, International Business, Environment & Operations, Pearson Education, 2018, 16<sup>th</sup> edition.

**References:**

- R1. Subhash C. Jain, International Marketing, Asian Books Private Limited, 2001, 6th edition.
- R2. Charles W. L. Hill, International Business, Tata McGraw Hill Limited, 2005, 5th edition.
- R3. Rugman, Lecraw & Booth, International Business: Firm & Environment, Tata McGraw Hill Limited.
- R4. Roven Simcha, Comparative & Multinational Management, Wiley Int. ed., 1986

**3. Course Plan:**

S.No	Lec No.	Learning Objectives	Topics to be covered	Chapter in the Text Book
1	1	<ul style="list-style-type: none"><li>▪ Overview of the course</li><li>▪ Introduction to Case Pedagogy</li></ul>	Introduction to the course	NA
2	2-4	<ul style="list-style-type: none"><li>▪ To define international business.</li><li>▪ Explain the major motives of companies for engaging in international business</li><li>▪ To study the evolution of global marketing</li></ul>	Globalization and International Business	Ch. 1

S.N	Lec	Learning Objectives	Topics to be covered	Chapter in the Text
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<b>o</b>	<b>. No.</b>			<b>Book</b>
3	5-8	<ul style="list-style-type: none"> <li>▪ Overview of institutional framework by which trade is regulated and liberalized</li> </ul>	Global Trade Protection & the Institutional Background	Ch. 8
4	9-12	<ul style="list-style-type: none"> <li>▪ Describe the meaning of culture and its various elements</li> <li>▪ To Demonstrate the effect of culture's various dimensions on global business</li> </ul>	Cultural Environment	Ch. 2
5	13-16	<ul style="list-style-type: none"> <li>▪ To study different types of legal system</li> <li>▪ To be familiar with the historical development of the modern global monetary system</li> <li>▪ To understand the fundamental principle of how countries measure international business activity, the balance of payments</li> </ul>	Legal aspects and International Monetary System	Ch. 3 and Class Notes
6	17-19	<ul style="list-style-type: none"> <li>▪ To define the concept of MNC</li> <li>▪ To discuss the significant role of MNC in the expansion of business in an international scale</li> </ul>	The Multinationals	Class Notes
7	20-24	<ul style="list-style-type: none"> <li>▪ International Economic Analysis</li> <li>▪ Discuss various elements of Economic Analysis like Economic Freedom, Innovation and Competitiveness</li> </ul>	Economic Environment Facing Businesses	Ch. 4
8	25-29	<ul style="list-style-type: none"> <li>▪ Introduction to various trade theories and policy makers reliance on these from the view point of International Business</li> </ul>	International Trade and Factor Mobility Theory	Chapter 6
9	30-36	<ul style="list-style-type: none"> <li>▪ Overview of Global Foreign Exchange Markets</li> <li>▪ Determination of Exchange Rates</li> <li>▪ Role of IMF and Various organizations</li> </ul>	World Financial Environment	Ch. 9 & 10
10	37-42	<ul style="list-style-type: none"> <li>▪ To examine the major variables a company should consider when deciding whether &amp; where to expand abroad</li> <li>▪ Bases for international market segmentation</li> </ul>	The Strategy of International Business	Ch. 12

Learning Outcomes:

### **Topic 1: Introduction**

The topic will give overview of the entire syllabus and the glimpse of what would be covered during the entire semester. Overview of cultural, legal, economic environment and other related topics shall be covered.

### **Topic 2: Globalization and International Business**

Students will be able to learn about the relationship between globalization and international business. They shall also be able to understand various driving forces behind globalization and its major criticisms. It will also cover as why do companies external environments affect them and how they can best operate abroad.

**Topic 3: Global Trade Protection and the Institutional Background**

The topic will cover various forms of economic integration. The role of WTO and major regional trading groups in shaping the overall environment of International Business with the help of case studies.

**Topic 4: Cultural Environment**

The students will come out with the in depth knowledge of the cultural environment facing the business. They will learn the culture's importance in IB and the trickiness to assess it. It will be interesting topic for the students as they will have the clear guidelines for cultural adjustment for the companies.

**Topic 5: Legal Aspects and International Monetary System**

The topic shall discuss the various political and legal aspects faced by businesses with the help of case studies and the role of International monetary system in it.

**Topic 6: The Multinationals**

In today's world, the role of multinational companies is increasing by leaps and bounds and it is contributing very well to growth and development of the countries. The topic shall give the overview of various multinationals and their current scenario.

**Topic 7: Economic Environment Facing Business**

This topic on economic environment facing business shall be able to make students learn about the global business environment, their economic freedom, various sort of economic systems and the assessment of economic development, performance and their potential.

**Topic 8: International Trade and Factor Mobility Theory**

The students will be able to learn as why policymakers rely on International trade and factor mobility theories. Overview of interventionist and free trade theories and the relationship with International Business shall be discussed.

**Topic 9: World Financial Environment**

Students will be able to learn about the global foreign-exchange markets and the determination of various exchange rates including the role of International Monetary Fund over the years in shaping up the business environment.

**Topic 10: The Strategy of International Business**

The strategy adopted in International Business plays a big role in today's vibrant environment. Therefore, this topic shall cover the case studies which discuss about the current world International trade strategies adopted by various companies. Students will also learn the organization of value chain etc.

**4. Evaluation Scheme:**

Component	Duration (minutes)	Weightage (%)	Date and Time	Nature
Mid Semester	90 Mins	35	01/03 11.00 -	OB

			12.30PM	
Assignments and presentations	-	25	To be announced	OB
Comprehensive Examination	120 Mins	40	01/05 AN	OB

**5. Chamber Consolation Hour:** To be announced in the class

**6. Notices:** Notices, if any, would be put on CMS

**7. Make-up Policy:** Make-up will be granted only on genuine grounds and if prior permission is taken through official email only. Request for make up after the test/exam would not be entertained at all.

**8. Academic Honesty and Integrity Policy:** Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

**Instructor-in-Charge**  
**ECON F434**