

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

**Second SEMESTER 2018-2019
Course handout (Part-II)**

Date: 07/01/2019

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, 2010, 12th 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	Le c.	Learning Objectives	Topics to be covered	Chapter in the Text
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	No			Book
1	1	<ul style="list-style-type: none"> ▪ Overview of the course ▪ Introduction to Case Pedagogy 	Introduction to the course	NA
2	2-3	<ul style="list-style-type: none"> ▪ To define international business. ▪ Explain the major motives of companies for engaging in international business ▪ To study the evolution of global marketing 	Introduction to International Business and International Market	Ch. 1

S. No	Le c. No	Learning Objectives	Topics to be covered	Chapter in the Text Book
3	4-5	<ul style="list-style-type: none"> ▪ Overview of institutional framework by which trade is regulated and liberalized 	Global Trade Protection & the Institutional Background	Ch. 8
4	6-7	<ul style="list-style-type: none"> ▪ Describe the meaning of culture and its various elements ▪ To Demonstrate the effect of culture's various dimensions on global business 	Cultural Environment	Ch. 2
5	8-10	<ul style="list-style-type: none"> ▪ To study different types of legal system ▪ To be familiar with the historical development of the modern global monetary system ▪ To understand the fundamental principle of how countries measure international business activity, the balance of payments 	Legal aspects and International Monetary System	Ch. 3
6	11-12	<ul style="list-style-type: none"> ▪ To define the concept of MNC ▪ To discuss the significant role of MNC in the expansion of business in an international scale 	The Multinationals	Class Notes
7	13-14	<ul style="list-style-type: none"> ▪ To study the various of ways of entering the global market and to understand the advantages and disadvantages of each entry mode 	Overseas Business Environment and Strategic Options	Ch. 14

8	15-16	<ul style="list-style-type: none"> ▪ To understand the different levels of economic integration that are possible between nations ▪ To study the grouping of countries & their implications for international marketing 	A Regional Analysis	Class Notes
9	17-18	<ul style="list-style-type: none"> ▪ Procedure for undertaking marketing research across national boundaries and the problems faced. ▪ Sources of secondary data ▪ Perspectives of International MKIS 	International Marketing Research	Ch. 16
10	19-20	<ul style="list-style-type: none"> ▪ To examine the major variables a company should consider when deciding whether & where to expand abroad ▪ Bases for international market segmentation 	Market Screening and Segmentation	Ch. 12

S. No .	Le c. No .	Learning Objectives	Topics to be covered	Chapter in the Text Book
11	21-22	<ul style="list-style-type: none"> ▪ To study the process of developing a strategy 	International Marketing Strategy and Overseas Sales Management	Ch. 16
12	23	<ul style="list-style-type: none"> ▪ Overview of Exim Policy of GOI ▪ To study the institutional infrastructure available in India for exports 	Export Policy and Infrastructure	Class Notes
13		<ul style="list-style-type: none"> ▪ Overview of incentives provide by GOI for exports 	Export Incentives and Assistance	Class Notes
14	24-25	<ul style="list-style-type: none"> ▪ To study the role played by banks in exports ▪ To study the various schemes available for export finance 	Export finance and Role of Banks	Class Notes

15	26-28	▪To study the various options available for export payments	Export Payments and Letter of Credit	Class Notes
16		▪To study the export pricing mechanism ▪To understand the form and functions of foreign exchange transactions and market	Export Pricing and Exchange transactions	Class Notes
17	29-30	▪To study the procedures involved in conducting export marketing research	Export Marketing Research	Class Notes
18		▪To study the procedure and documentation to be followed in exports	Export Procedures	Class Notes
19	31-32	▪To understand the perspectives of international product planning ▪To analyze the pros and cons of standardization versus adaptation ▪To learn the various aspects of new product development	Product Planning, Positioning and Management	Ch. 16
20	33-34	▪To study the channel type, configuration and selection ▪To study the physical distribution elements of international business	Distribution Policy, Management and Agreements	Ch. 16
21	35-36	▪To study the role of advertising and sales promotion in international business ▪To assess the role of advertising agencies internationally	International Communication and Promotion	Ch. 16

S. No	Le c. No	Learning Objectives	Topics to be covered	Chapter in the Text Book
22	37-	▪To understand the importance and	International Public	Ch. 16

		role of Public Relation programmes in international markets	Relations	
23	39	<ul style="list-style-type: none"> ▪ To study why and how a firm's pricing strategy might vary across countries ▪ To study the pricing mechanism in international markets 	Pricing for International Markets	Class Notes
24	40	<ul style="list-style-type: none"> ▪ To describe the various organizational structures for global operations ▪ To discuss policy options for staffing internationally 	Organizing for Overseas Markets	Ch 15

4. Evaluation Scheme:

Component	Duration	Weightage (%)	Date & Time	Nature of Component
Mid-Semester	90 Min	30	13/3 3.30 - 5.00 PM	CB
Projects/Assignments (02)		10+10		OB
Quiz (02)		5+5		CB
Comprehensive Exam.	3 hrs.	40	07/05 AN	CB

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.
- No application will be accepted in the Exam Hall.
- Make-up will be given only on Doctor's/Warden's recommendation and with prior (at least 01 day before the test/exam) permission of the Instructor-in-Charge/Instructor.
- Make-up application via sms/messages is not acceptable.
- **No make-up will be given for quizzes.**

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.

Charge

F434

Instructor-in-

ECON