**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**

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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.

1. **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

1. **Course Plan:**

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| **S.No** | **Lec.**  **No.** | **Learning Objectives** | **Topics to be covered** | **Chapter in the Text Book** |
| 1 | 1 | * Overview of the course * Introduction to Case Pedagogy | Introduction to the course | NA |
| 2 | 2-3 | * 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 |

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| **S.No** | **Lec.**  **No.** | **Learning Objectives** | **Topics to be covered** | **Chapter in the Text Book** |
| 3 | 4-5 | * Overview of institutional framework by which trade is regulated and liberalized | Global Trade Protection & the Institutional Background | Ch. 8 |
| 4 | 6-7 | * 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 | * 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 | * 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 | * 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 | * 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 | * 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 | * 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 |

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| **S.No.** | **Lec.**  **No.** | **Learning Objectives** | | **Topics to be covered** | | **Chapter in the Text Book** |
| 11 | 21-22 | * To study the process of developing a strategy | | International Marketing Strategy and Overseas Sales Management | | Ch. 16 |
| 12 | 23 | * Overview of Exim Policy of GOI * To study the institutional infrastructure available in India for exports | | Export Policy and Infrastructure | | Class Notes |
| 13 | 24-25 | * Overview of incentives provide by GOI for exports | | Export Incentives and Assistance | | Class Notes |
| 14 | * 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 |

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| **S.No** | **Lec.**  **No.** | **Learning Objectives** | | **Topics to be covered** | | **Chapter in the Text Book** |
| 22 | 37-39 | * To understand the importance and role of Public Relation programmes in international markets | | International Public Relations | | Ch. 16 |
| 23 | * 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 | * To describe the various organizational structures for global operations * To discuss policy options for staffing internationally | | Organizing for Overseas Markets | | Ch 15 |

1. **Evaluation Scheme:**

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| 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.

Instructor-in-Charge

**ECON F434**