



**BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani**  
Pilani Campus

**INSTRUCTION DIVISION**  
**FIRST SEMESTER 2015-2016**  
**Course handout (Part-II)**

**Date: 03/08/2015**

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.** : FIN C451 / MBA C424 / MGTS C473/ECON F434  
**Course Title** : International Business  
**Instructor-in-charge** : Praveen Goyal  
**Instructor** : Leela Rani

**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, which is constantly changing, present 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, Daniel P. Sullivan, Prashant Salwan International Business, Environment & Operations, Prentice Hall, 2007, 12<sup>th</sup> edition.

**References:**

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



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### 3. Course Plan:

Sl.	Learning Objectives	Topics to be covered	Ch.
<b>PART- I BACKGROUND FOR INTERNATIONAL BUSINESS</b>			
1	Introduction to IB, forces driving globalization, pros and cons of globalization, why companies engaged in IB, Modes of operations, IB's difference with domestic business	Globalization and International Business (IB)	Ch. 1
<b>PART-II COMPARATIVE ENVIRONMENTAL FRAMEWORKS</b>			
2	Cultural Awareness, Delineating cultures, behavioral practices affecting IB, Dealing with cultural differences	Cultural Environment	Ch. 2
3	Political risk, legal systems and types, bases of rule, implications for managers, legal issues in IB	Political risk and legal environment	Ch. 3
<b>PART-III THEORIES AND INSTITUTIONS: FOR TRADE AND INVESTMENT</b>			
4	Interventionist and free trade theories, trade pattern theories, Statics and dynamics of trade, factor mobility theory	International trade and factor mobility theory	Ch.6
5	Instruments of trade control, dealing with governmental trade influences	Governments influence on trade	Ch. 7
6	WTO, GATT, bilateral agreements, regional economic integration, EU, NAFTA, SAARC, ASEAN, BRICS, OPEC	Cross national co-operations and agreements	Ch. 8
<b>PART-IV WORLD FINANCIAL ENVIRONMENT</b>			
7	Foreign exchange market basics, types of forex market, forex process, benefits to IB	Global foreign exchange markets	Ch. 9
8	IMF, exchange rate agreements, determining and forecasting exchange rates, business implications	Determination of exchange rates	Ch. 10
<b>PART-V GLOBAL STRATEGY AND IMPLEMENTATION</b>			
9	Global integration v/s local responsiveness, types of strategy	Global Strategy	Ch. 11
10	Scanning vs. detailed view, opportunities and risk of scanning, collecting and analyzing data, country comparison tools, allocation among locations, non-comparative decision making	Country evaluation and selection	Ch. 12
11	Export and import strategies, Import process and export process	Export and import strategies	Ch. 13
12	Overview of incentives provide by GOI for exports, role played by banks in exports, To study the various schemes available for export finance	Export Incentives and Assistance Export finance and Role of Banks	Class Notes
<b>PART- VI MANAGING INTERNATIONAL OPERATIONS</b>			
13	Marketing strategies, marketing mix policies and strategies, branding strategies, managing international marketing mix	Marketing Globally	Ch. 16
14	Global SCM, manufacturing strategies, IT and global SCM, quality, supplier networks and inventory management	Global SCM	Ch. 17





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**4. Evaluation Scheme:**

EC No.	Evaluation Component	Duration	Weightage	Date & Time	Nature of Component
1	Mid Sem. Exam	90 min	25	7/10 10:00 - 11:30 AM	Closed Book
3	Assignments and quizzes	----	40	Date will be announced in the class in advance	Open Book
3	Compre exam	3 hours	35	5/12 AN	Partly Open Book

**5. Chamber Consultation hours:** To be announced in the class.

**6. Notices:** Notices, if any, will be displayed on Management Notice Board only.

**Instructor-in-Charge**  
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