



**Dr. V. N. Bedekar Institute of Management Studies, Thane**  
**Teaching Learning Plan - MMS**  
**Academic Year: 2022-2023**

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Programme: MMS (Marketing)	Semester: III	Period: Oct 2022– Jan 2023
Course Code: MMS-C301	Name of the subject: International Business	
Maximum marks: 100 (60+40)	No. of Sessions: 13 (Total 40 hrs)	
Name of the Faculty: Himanshu Vishnoi		
Mobile No: 9898908778	Email: hvishnoi@vpmthane.org	

Program Outcomes (PO)	Course Outcomes (CO)
<ol style="list-style-type: none"><li>1. Apply knowledge of management theories and practices to solve business problems.</li><li>2. Foster analytical and critical thinking abilities for data-based decision making.</li><li>3. Ability to develop Value-based Leadership.</li><li>4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.</li><li>5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.</li><li>6. Ability to develop entrepreneurial skills keeping in mind socially-sensitive and innovative approaches.</li></ol>	<ol style="list-style-type: none"><li>1. RECALL the basic concepts of operation of International Business.</li><li>2. DEMONSTRATE an understanding of the need and importance of International Business by interpreting and stating main ideas of global business outlook and management.</li><li>3. APPLY acquired knowledge to develop and reinforce a global business mindset and key International Business skills.</li><li>4. ANALYSE the use of diversity of global economy, market, business practices, culture and traits of effective global Leadership styles in international business environment.</li><li>5. EVALUATE various ideas required to provide better solutions to the challenges/conflicts faced by a business operating in a international settings.</li><li>6. CREATE a Road map (Action plan with time frame) to build &amp; reinforce skills for global business mind-set.</li></ol>

**Text Books:**

1. International Business: Mike W, Peng. Kinus E, Meyer C, Engage Learning
2. International Business Environment: The Text and Cases: J. Stewart Black & Anant K Sundaram-Prentice Hall, India
3. International Business : Charles W , L. Hill, McGraw Hill

**Reference Books:**

1. International Management : Arvind Pathank , The McGraw Hill
  2. Cultural Dimensions of International Business: Gary P Ferrao, Pearson Publications
  3. Multinational Management : John P Cullen, Thomson
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**A. Plan:**

<b>Ses sion No.</b>	<b>Planned Date</b>	<b>Topic</b>	<b>Ref. Study Material</b>	<b>Course Outcomes</b>
1	10/11/2022	Introduction to IB  Objective, Scope and Importance of IB	Lecture supported by ppt	CO1 and CO2
2	23/11/2022	EPRG Framework by Pearlmutter	Lecture supported by ppt	CO2 and CO3
3	24/11/2022	Country Analysis: PESTEL analysis The Atlas of Economic complexity	Lecture supported by ppt	CO2 and CO5
4	01/12/2022	Country Analysis: Porter's Diamond model Country Risk analysis	Lecture supported by ppt	CO2 and CO4
5	03/12/2022	Cross Cultural Management: Hofstede's Cultural Dimension CAGE framework	Lecture supported by ppt	CO1 and CO2
6	08/12/2022	Cross Cultural Management: Culture and Leader Effectiveness – The Globe study, Group discussion	Lecture supported by ppt	CO1 and CO2
7	15/12/2022	Mode of Entry: Market/Country entry Strategic alliances, Joint Ventures & Mergers & Acquisitions  <b>Internal Test</b>	Lecture supported by ppt	CO1 and CO2
8	17/12/2022	Investment Decisions: Drivers of FDI Emerging markets Role play activity	Lecture supported by ppt & Case Study	CO1, CO2 and CO3
9	22/12/2022	Investment Decisions: Offshore Banking Forex Management- American Depositary Receipt (ADR) Global Depositary Receipt (GDR) EU Bonds	Lecture supported by ppt & Case Study	CO1, CO2 and CO3
10	29/12/2022	Role of WTO in Regional Trade	Lecture supported by ppt	CO2
11	05/01/2023	Managing Multinationals: Organization structure International HRM	Lecture supported by ppt	CO2
12	12/01/2023	Managing Multinationals: Integration Response Models Global manufacturing and Supply chain	Lecture supported by ppt &	CO2, CO3 and CO4



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			Case Study	
13	19/01/2023	Presentations by Students on final assignment	CREATE a Road map (Action plan with time frame) to build & reinforce skills for global business mind-set.	CO6



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**B. Practical Approach: Other activities**

<b>Sr. No.</b>	<b>Activity Name</b>	<b>Topic Covered</b>	<b>Learning Outcomes</b>	<b>Source</b>
1	Case study	Short case studies in all topics	To give students the real perspective of the topics through cases	Ref. books, HR magazines and HBR
2	Academic Projects	-	-	-
3	Group Discussion	Global Culture Management	Understanding & learning additional inputs from peer learning	Ref. books, HR magazines and HBR
4	Role Play	Investment Decisions	To help students to apply content in a relevant & real World context. It is a good tool for engaging students and allowing them to interact with their peers as they try to complete the task assigned to them in their specific role	Ref. books, HR magazines and HBR
5	Industry Visit	-	-	-
6	Business Quiz / Business News sharing	At the end of every session	To evaluate the effectiveness of the understanding of the concept taught	MCQ developed
7	Videos / Simulation	Short videos in all topics	To make students understand the concept by watching the videos, which will be more effective	You-tube
8	Use of Software and Labs	Country analysis – PESTEL analysis	Activity on PESTEL of emerging future markets	<a href="http://atlas.cid.harvard.edu">Http://atlas.cid.harvard.edu</a>
9	Any other activity	Individual presentation by students on "Road map to build & reinforce skills for global business mind-set	To create action plan with specific time-lines to achieve the global business mind-set by adopting the learnings during the whole course & then present it.	Ref. books & You-tube



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**C. Pedagogical Initiative adopted:**

1. Use real and relevant examples from the Industry for better understanding of topics.
2. Use small relevant videos of successful leaders & TED Speakers for effective learning and improve students' global business skills.
3. Use relevant Case studies to help students analyse and apply the learnings on International Business topics.
4. Asking one student to share one relevant International business news in every class will help them to be aware of current developments and challenges in the global business world.
5. Ask students to make effective small videos/reels for the Social media channels on the course related topics/learnings will enhance creativity skills & improve their understanding of the topics.

**D. Industrial sector focused through the course:**

Developing global business mindset will help the students to enter and be successful in any multinational organization and import/export industrial sector.

**E. Types of job profile available in the sector:**

Business development manager, Data scientist, External auditor, Financial trader, Human resources officer, Marketing executive, Sales executive & Supply chain manager in a multinational company.

**F. Skill sets for the given job profiles as learning outcomes of the course:**

Understanding International business environment factors that impact International business.

Understand, analyse and apply the learnings to design strategies in international business context and implement them.

**G. Gap identified from University Curriculum:**

S. no.	Gap Identified	Action taken to bridge the gap
1	New challenges due to epidemic and war impacting the International Business environment.	Included in TLP

**Prepared by: Himanshu Vishnoi**  
**Faculty**

**Approved by:**  
**Specialisation Head**

**Date: 6<sup>th</sup> Nov 2022**

**Date:**



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**Evaluation:**

<b>Component</b>		<b>Details</b>	<b>Marks</b>
Attendance		Mandatory	5
Class Room Participation		Mandatory	5
Mid Term Test	Mandatory (MCQ & Descriptive)		10
Presentations		Mandatory	10
Case Studies	Mandatory		10
Final Exam	Mandatory		60

**Comments / Suggestions / Recommendations:**

Course syllabus needs to be updated every two years to review and include the skill sets required to counter the challenges of changing International business and economic situations.

**Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -**

Online Diploma/Certificate in International Business Management from any reputed institute.

**Signature of Faculty**

**Signature of Co-ordinator**