

Bachelor of Management Studies
Syllabus for International Business Semester VI

Old Syllabus				Proposed Syllabus			
Title of the Paper: International Business				Title of the Paper: International Business			
Subject Code: 6003				Subject Code:			
PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
International Business	04	04	Tutorials	2:30 hrs	75 Marks	25 Marks	100 Marks

#L=Lectures per week,
 Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination,
 T=Total Marks

Old Syllabus	Proposed Syllabus
Objectives: Provide students with a perspective of International Business Management, its environment and complexities and International monetary system.	Objectives: <ul style="list-style-type: none"> Understand the most widely used international business terms and concepts.

Outcomes:	<ul style="list-style-type: none"> Identify the role and impact of political, economical, social and cultural variables in international business. Learning Outcomes: <ul style="list-style-type: none"> Explain business expansion abroad and key issues related to their operations in other countries. Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks. Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.
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		Proposed Syllabus								
Unit 1	Topic and Details Old Syllabus		Module	Module Specific Objectives	Content	Weightag e	Instructio n Time	Credits	Evaluation	
									IE Weightag e	EE Weightag e
I	Introduction: <ul style="list-style-type: none">• Meaning and Importance of International Business.• Difference between Domestic and		I	<ul style="list-style-type: none">• To study the Global business environm ent.• Understa nding the	Introduction: <ul style="list-style-type: none">• Meaning and Importance of International Business.• Difference between	25	15	1	06	20

	<p>International Business.</p> <p>International Business in the 21st Century:</p> <ul style="list-style-type: none"> • The Global Business Environment • Factors affecting International Business • The Impact of Technology 		<p>factors affecting on International Business.</p>	<p>Domestic and International Business.</p> <p>International Business in the 21st Century:</p> <ul style="list-style-type: none"> • The Global Business Environment • Factors affecting International Business • The Impact of Technology 					
II	<p>Legal Aspects of International Business:</p> <ul style="list-style-type: none"> • Legal environment for international business. • Importance of intellectual property rights and patents. • Importance of laws relating to product packaging labeling etc. • WTO – Legal Implications and anti-dumping. 	II	<ul style="list-style-type: none"> • To understand the legal aspect of International Business. 	<p>Legal Aspects of International Business:</p> <ul style="list-style-type: none"> • Legal environment for international business. • Importance of intellectual property rights and patents. • Importance of laws relating to product packaging labeling etc. • WTO – Legal Implications and anti-dumping. 	25	15	1	06	20

III	International Marketing: <ul style="list-style-type: none"> Dynamics of product and market selection Segmentation of international markets and consumer's selection. International marketing strategies International Business Environment in India <ul style="list-style-type: none"> Imports related environment in India and other countries. Role of RBI, Customs, DGFT etc. 	III	<ul style="list-style-type: none"> To relate and analyze factors affecting international marketing environment. 	International Marketing: <ul style="list-style-type: none"> Dynamics of product and market selection Segmentation of international markets and consumer's selection. International marketing strategies International Business Environment in India <ul style="list-style-type: none"> Imports related environment in India and other countries. Role of RBI, Customs, DGFT etc. 	25	15	1	07	20
IV	International Human Resource Management: <ul style="list-style-type: none"> Business ethics and Values, Importance of Relationship's marketing International HRM Strategy. Impact of Religion and Culture 	IV	<ul style="list-style-type: none"> To understand the different strategies of marketing in International business. 	International Marketing: <ul style="list-style-type: none"> STP in international business. International PLC. Global Business leaders of MNC/ TNC. Their contribution to International Marketing. 	25	15	1	06	15

	<ul style="list-style-type: none"> • Labour markets/skills and training • Export pricing in India /Role of HR/Finance– A case study. 									
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Evaluation Scheme:

A. Internal Exams: Total Marks: 25

The internal testing should be continual and spread over the semester:

- Written Test
- MCQ
- Assignments
- Quiz
- Case Study
- Power Point Presentations

B. External Exams: Total Marks: 75

The pattern of the written exam would be as follows:

Q.1 is compulsory attempt any 6 out of the remaining.

Q.1 Concepts and Definitions

15 Marks

Q.2 Short Notes

10 Marks

Q.3 to Q.8 Long Questions

10 Marks

References:

A. Essential Reading:

1. Richard Schaffer and others, International Business Law and its Environment, Himalaya Publishing House, 2011
2. Justin Paul, International School, PHI learning Pvt. Ltd., 2011.
3. Srinivasan R, International Marketing, PHI Learning, 4th Edition.

B. Additional Reading:

1. Charles W. L, Hult G Tomas M, International Business- Competing in the Global Marketplace, McGraw Hill, 2021.