

MBA326: INTERNATIONAL BUSINESS

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

- To develop analytic tools used to understand how the economy functions.
- To understand short- and long-run economics fluctuations
- To recognize the cause of trade, sources of the gains from trade and the domestic and international distribution of those gains
- Examine instruments and consequences of trade policy measures—including tariffs and quantitative restrictions
- To understand balance of payments and the trade balance.


Hours: 40

Unit-I (10 Hrs): Introduction to International Business; meaning of International Management; domestic business versus international business; Reasons for Going International, International Entry Modes- their Advantages and Disadvantages, process of internationalization, Strategic decision in International Business; Tariff and non-tariff Barriers.


Unit-II(10 Hrs): International business. Competitive strategies: Porter's model; Prahalad and Doz's strategy model, Foreign Direct investment & Foreign Institutional Investment; International organisation and control; Organisational structures; Control procedures; Location of decision-making, Role of Subsidiaries, Organisational Control.

Unit-III (10 Hrs): International Trade: Theories of International Trade- Absolute Advantage Theory, Comparative Cost Theory, Opportunity Cost Theory, Hecksher-Ohlin Theory, Vernon's Theory of International Product Life Cycle. Balance of trade and balance of payments: Constituents of Capital Account and Current Account, Reasons and remedies for Adverse Balance of Payment; Convertibility of Capital Account.

Unit-IV(10 Hrs): International Monetary Fund, Asian Development Bank and World Bank, Financial Markets and Instruments – Introduction to Export and Import Finance – Methods of payment in International Trade – Introduction to current EXIM policy. Bilateral and Multilateral Trade Laws –General Agreement on Trade and Tariffs (GATT), World Trade Organization – IPR, TRIPS, TRIMS, GATS.


Dean Academics
Faculty of Management
Invertis University, Bareilly (UP)


Registrar
Invertis University
Bareilly


Head
Department of Management (IM)
Faculty of Management
Invertis University, Bareilly

Suggested Readings:

1. International Economics, Salvatore Dominicks (2016). J, Mannur, H. G. (2003) ohn Wiley Sons, Inc.
2. International Business, Paul J, (2012) PHI Learning Pvt Ltd.
3. International Business, Charles W.L. Hill, (2012) McGraw Hill Education.
4. International Economics, Krugman, Paul and Maurice Obstfeld (2012) New York, Addison Wesley.
5. International Business, Daniels, J., Radebaugh, L., and Sullivan, D., (2017) Pearson Education.

COURSE OUTCOMES : After completion of this course, the student will be able to

COURSE OUTCOMES DESCRIPTION	
CO1	Able to analysis of the economic relationships between countries, covering both trade and monetary issues.
CO2	Able to apply a specific framework to illustrate the connection between a variety of models and approaches.
CO3	Ability to explain the connections between Ricardian, Heckscher-Ohlin and the specific factors models in trade theory, or between the 'monetary approach' and the 'asset approach' in exchange rate theory
CO4	Able to explain how international economic theory has been shaped by real world events.
CO5	Able to comprehend theory of decision-making under conditions of scarcity and uncertainty
CO6	Able to analyse choice and demand, production, cost, the firm and market structure and market failure;

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions