

**INTRODUCTION TO INTERNATIONAL BUSINESS**

<b>Course Code</b>	19HS5501E	<b>Year</b>	III	<b>Semester</b>	I
<b>Course Category</b>	Open Elective I	<b>Branch</b>	-	<b>Course Type</b>	Theory
<b>Credits</b>	3	<b>L-T-P</b>	3-0-0	<b>Prerequisites</b>	-
<b>Continuous Internal Evaluation :</b>	30	<b>Semester End Evaluation:</b>	70	<b>Total Marks:</b>	100

**Course Outcomes**

Upon successful completion of the course, the student will be able to:

<b>CO1</b>	Apply the concepts of global dynamics which affect businesses and multinational firms in leveraging their capabilities and competencies.
<b>CO2</b>	Compare and contrast cultures and societies globally using socioeconomic, cultural and ethical frameworks
<b>CO3</b>	Relate business expansion concepts abroad to key issues related to their operations in other countries.
<b>CO4</b>	Develop entry strategies into other markets by recognizing the nature of institutions and forces governing the process of globalization.
<b>CO5</b>	Use the concepts in international business with respect to foreign trade.

**Contribution of Course Outcomes towards achievement of Program Outcomes  
& Strength of correlations (H-High3, M-Medium-2, L- Low-1)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
<b>CO1</b>			3	2							3	3		
<b>CO2</b>			3	2							3	3		
<b>CO3</b>			3	2							3	3		
<b>CO4</b>			3	2							3	3		
<b>CO5</b>			3	2							3	3		
<b>Average* (Rounded to nearest integer)</b>			3	2							3	3		

**SYLLABUS**

<b>UNIT NO.</b>	<b>CONTENT</b>	<b>Mapped CO</b>
<b>I</b>	INTRODUCTION: History and Features of International Business. Globalization – Forces and dangers Firms’ face during International Business. International Business Environment - Geographical, Economic, Socio-cultural, political and legal environment, Culture and International Business	CO1
<b>II</b>	Conceptual framework of Multinational Enterprise (MNE) International Trade and Foreign Direct Investment, Understanding Emerging Markets and Regional Economic Integration, Fundamentals of International Monetary System	CO2
<b>III</b>	International economic institutions and agreements WTO, UNCAD, IMF, World Bank; Generalized system of preferences- GSTP International commodity agreements	CO3
<b>IV</b>	Modes of Operations in International Business, Exporting, Importing, and Global Sourcing, Differences between Domestic and International Business, E-Business	CO4

<b>V</b>	Social Responsibility and Ethics in International Business Counter trade IT and International Business Foreign Trade Policy/Trade Policy framework in India Export Promotion: Export Facilities & Incentives and Status holders and Export Zones.	CO5
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<b>LEARNING RESOURCES</b>
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<b>Text Book</b>
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| <ol style="list-style-type: none"> <li>1. Aswathappa, "International Business", Tata Mc Graw Hill publications, New Delhi</li> <li>2. Black and Sundaram, "International Business Environment", Prentice Hall of India, New Delhi.</li> <li>3. Cherunilam Francis, "International Business", PHI Learning Pvt. Ltd., 2020</li> </ol> |
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<b>Reference Books</b>
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| <ol style="list-style-type: none"> <li>1. Adhikary, Manab, "Global Business Management", Macmillan, New Delhi.</li> <li>2. Sumati Varma, "International Business", Pearson</li> </ol> |
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