

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEGM05 MBM5SEGM05 MFB5SEGM02
Course Title	International Business

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Define the basic concepts and activities of international business such as International Trade, MNCs, Foreign Investment, Globalization and GATT/WTO
2. Explain select schemes of India's Foreign Trade Policy and International Business Policies to become competitive in international business
3. Apply conceptual skills in their international operations such as international commercial terms, payment terms and risks management and analyze the role of professional managers/entrepreneurs in international business.

Syllabus

Teaching Hours

<p>Unit I: Overview of International Business, Market Research and Market Entry Strategies</p> <ul style="list-style-type: none"> • Basics concepts and evolution of international Business • Stages of International Business • Importance of internal and external environment for international business • Need to go international • Distinguishing International, MNCs, Global and, TNCs, companies • Different approaches international business and organizational structure and intl. HRM and international environment (EPRG Model), • International Market Research and Cross - cultural Differences • Multinational Corporations / International Technology Transfer related issues 	09
<p>Unit II: Globalization, Theories of International Trade and Investment; Concepts of Balance of Payments and international taxation</p> <ul style="list-style-type: none"> • Concept of and features of globalization • Advantages and disadvantages of globalization • Mercantilists, Absolute and Comparative Cost Advantage and Competitive advantage • International Trade Policies – Free Trade V/s Protection • FDI – Home and Host countries – advantages and disadvantages • Trade Related Investment Measures - TRIMs 	07

<ul style="list-style-type: none"> • Balance of Trade and Payments • Transfer Pricing • Global VAT Refunds 	
Unit III: India's Foreign Trade Policy – Institutions and schemes for International Business <ul style="list-style-type: none"> • An Overview of India's Foreign Trade Policy • EPCG, Duty Drawback, AA and DFIA schemes • Indian Institutional Framework for International Business 	05
Unit IV: International Finance, Risks, Payment Terms, and Commercial Terms <ul style="list-style-type: none"> • Payment Terms: Bill of Exchange, Letter of Credit • Pre - shipment and Post - shipment Finance for Export and FE risks • INCOTERMS • Export Credit Determinants, Risks and Insurance 	05
Unit V: Regional Blocks and GATT/WTO <ul style="list-style-type: none"> • Explain the concepts and principles of GATT/WTO • Concept of regional economic integration – regional blocks • GATT / WTO agreements and implication international Business 	04

Suggested Readings:

1. Carbaugh, R.J., International Economics, Thompson South-Western, Bangalore.
2. Chugan, P. K., Foreign Collaboration and Export Restrictions in Indian Industries, Himalaya Publishing House, Mumbai
3. Chugan, P. K., International Technology Transfer, Himalaya Publishing House, Mumbai.
4. Czinkota R.M., Ronkained I.A. and Moffet, M.H., International Business, Thompson South-Western, Bangalore.
5. Daniels J., Radebaugh L., Daniel S., and Salwan P., International Business, Pearson.
6. Menipaz, E., Menipaz, A., and Tripathi, S.S., International Business: Theory and Practice, Sage, New Delhi.
7. Cherunilam, F., International Business – Text and Cases, Prentice Hall India.
8. Goyal, A., and Mohd., N., WTO in the New Millennium, Academy of Business Studies, New Delhi and MVIRDC World Trade Centre, Mumbai.
9. Hill, C. W.L., International Business, Tata McGraw-Hill Publishing Ltd., New Delhi.
10. ITC/UNCTAD/GATT, Export Marketing Strategies and Plans, International Trade Centre, Geneva.
11. ITC/UNCTAD/GATT, Introduction to Export Market Research, International Trade Centre, Geneva.
12. Joshi, R.M., International Business, Oxford University Press, New Delhi.
13. Peng, M.W., and Srivastava, D.K., Global Business, Cengage Learning India Pvt. Ltd. Delhi.
14. Mithani, D.M., International Economics, Himalaya Publishing House, Mumbai.
15. Ram P., and Garg, N., Export – What, Where and How, Anupam Publications, New Delhi
16. Rao, S. P., International Business, Himalaya Publications, Mumbai.

w.e.f. Academic Year 2019-20 and onwards