



Course Syllabus
Gyanmanjari Institute of Commerce
Semester-2 (M.Com.)

Subject: International Business-MCOXX12509

Type of course: Major (Core)

Prerequisite:

International business refers to the trade of goods, services, technology, capital and/or knowledge across national borders and at a global or transnational scale. It involves cross-border transactions of goods and services between two or more countries.

Rational:

The international business creates a channel for the flow of the raw materials & human resources from the countries where they are found in access supply to the countries where their supply is limited. This has also increased the global employment opportunities of a skilled workforce. The scope of international business is vast. It encompasses various activities, from exporting and importing goods and services to licensing and franchising products and brands. International business also includes moving capital, technology, and people across borders.

Teaching and Examination Scheme

| Teaching Scheme | | | Credits | Examination Marks | | | | | Total Marks |
|-----------------|----|----|---------|-------------------|--------------|----|-----------------|-----|-------------|
| CI | T | P | | C | Theory Marks | | Practical Marks | | |
| | | | ESE | | MSE | V | P | ALA | |
| 04 | 00 | 00 | 04 | 60 | 30 | 10 | 00 | 50 | 150 |

Legends: CI-ClassRoom Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.



Course Content:

| Sr. No | Course Content | Hrs | % Weightage |
|--------|---|-----|-------------|
| 1 | Unit 1 Introduction to International Business International Business: An Overview – Evolution of International Business, Drivers of Globalization, Influences of International Business, Stages of Internationalization, Differences between Domestic and International Business, International Business Approaches, Advantages of International Business | 15 | 25 |
| 2 | Unit 2. International Trade Theories of International Trade – Mercantilism, Theory of absolute cost advantage, Comparative cost advantage theory, Relative factor endowment theory, Country similarity theory, Product life cycle theory. | 15 | 25 |
| 3 | Unit 3 International Business Management Basics of International Marketing, Basics of Global HRM, Basics of International Financial Management, Basics of International Accounting. International Production and Logistics Management – Generic Strategies of the International Business, Acquisition of Resources, Location Decisions, International Logistics Management. | 15 | 25 |
| 4 | Unit 4 International Business Environment International Business Environment – Social and Cultural Environment, Technological Environment, Economic Environment, Political Environment. Foreign Direct Investment – Factors Influencing FDI, Reasons for FDI, Costs and Benefits of FDI, Trends in FDI, Foreign Direct Investment in India. | 15 | 25 |



Continuous Assessment:

| Sr. No | Active Learning Activities | Marks |
|--------|---|-------|
| 1 | Interrelation Pyramid This is a unique activity in which students have to prepare pyramid which signifies a typical organizational structure (HR, Finance, Marketing, Operation etc). Detailed Pyramid must be uploaded on GMIU Web Portal. | 10 |
| 2 | International Deal Students have to prepare reports on International Business deal (add policies and conditions which are used in international business deal). Upload study report on GMIU Web Portal. | 10 |
| 3 | Review Paper Students have to refer different papers of reputed journals and prepare Review paper as per format provided by faculty. Review paper must be submitted on GMIU Web Portal. | 10 |
| 4 | Case Study Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case/situation in a group of three and upload it to GMIU Web Portal | 10 |
| 5 | Quiz Faculty will conduct objective quiz which will be useful to solve various interview questions related to subject (30 Questions). | 10 |
| Total | | 50 |

Suggested Specification table with Marks(Theory):100

| Distribution of Theory Marks (Revised Bloom's Taxonomy) | | | | | | |
|--|--------------------|----------------------|--------------------|----------------|-----------------|---------------|
| Level | Remembrance (R) | Understanding (U) | Application (A) | Analyze (N) | Evaluate (E) | Create (C) |
| Weightage | 40% | 40% | - | 10% | 10% | - |

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

| | |
|--|--|
| After learning the course, the students should be able to: | |
| CO1 | Understand the basic concept of International Business |
| CO2 | Develop basic idea about how International Business and International Trade works. |
| CO3 | Understand basic management skills and ability |
| CO4 | Identify business environment in detail. |

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] International Business Text & Cases By P Subba Rao
- [2] International Business By V K Bhalla
- [3] The International Business Environment By Anant Sundaram
- [4] International Business By Hill & Jain
- [5] International Business By Daniels and Sullivan

