



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-3 (MBA)

Subject: Introduction to International Business–MBAIB13509

Type of course: Major (Core)

Prerequisite:

Students should have the basic knowledge of Business management Concepts.

Rationale:

This course equips students with the knowledge and skills to understand global markets, international trade, and business strategies. It prepares them to work in multinational companies by building awareness of cultural differences, global business opportunities, and challenges, enabling effective decision-making in today's interconnected economy.

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits | Examination Marks | | | | | Total Marks |
|-----------------|----|----|---------|-------------------|-----|-----------------|----|-----|-------------|
| CI | T | P | C | Theory Marks | | Practical Marks | | CA | |
| | | | | 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; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.



Course Content:

| Sr.No | Course Content | Hrs | % Weightage |
|-------|--|-----|-------------|
| 1 | International Business: An Overview <ul style="list-style-type: none"> • Evolution of International Business • Drivers of Globalization • Stages of Internationalization • Differences between Domestic and International Business • Advantages and Disadvantages of Globalization. | 15 | 25% |
| 2 | Foreign Direct Investment (FDI) and Multinational Corporations (MNCs) <ul style="list-style-type: none"> • Meaning and Characteristics of MNCs • Role of MNCs in host and home economy • Advantage and disadvantage of MNCs to Home and host countries • Meaning, types of FDI • Factors affecting FDI • Trends in FDI with reference to India | 15 | 25% |
| 3 | Theories of International Trade and Regional Economic Integrations <ul style="list-style-type: none"> • International trade theories: Mercantilism, Absolute and Comparative Advantage theory • Types of Regional Economic Integration: Free Trade Area, Custom Union, Common Market, Economic Union, Monetary Union and Political Union • REIs such as ASEAN, SAFTA, SAARC, NAFTA, EU etc | 15 | 25 % |
| 4 | International Marketing & Human Resource Management <ul style="list-style-type: none"> • Entry strategies • Market Selection and barriers • Defining International HRM • Difference Between Domestic and International HRM • Approaches to Staffing • The Role of an Expatriates and Non-Expatriates. | 15 | 25% |

Continuous Assessment:

| Sr.No | Active Learning Activities | Marks |
|-------|--|-------|
| 1 | Comparative Market Research: Students are required to create a Select a company (e.g., Starbucks, Apple, IKEA etc.) and analyze its operations in a domestic market vs. an international market. Compare aspects like legal regulations, cultural influences, competition, supply chain complexity, and pricing strategies. Present findings in a comparative chart. Upload its PDF to the GMIU Web Portal | 10 |
| 2 | Cross-Cultural Advertising Analysis: Students are required to select an advertisement of a global brand (e.g., Pepsi, Dove, McDonald's) used in two different countries. Analyze how cultural values, colours, symbols, humour, and language are adapted in each advertisement. Present findings with images/screenshots in a comparative chart. Upload its PDF to the GMIU Web Portal. | 10 |
| 3 | Role-Play on Economic Integration Types: Understand how different levels of economic integration function. Students will be assigned different economic integration types (Free Trade Area, Customs Union, etc.). Each group creates a mock agreement where they decide: How trade barriers are removed. Whether they adopt a common currency. If they allow free movement of labor and capital. Groups present their agreements, and the class discusses which integration level would work best for different regions. Upload the same as PDF to the GMIU Web Portal | 10 |
| 4 | Business Expansion Simulation: Understand different market entry strategies and their impact. Students will be divided into group of 3, each representing a company looking to enter a foreign market. Each group Assigned a different entry strategy (Exporting, Licensing, Franchising, Joint Ventures, FDI, etc.). Groups present their strategies, followed by a class discussion on which strategies work best in different scenarios. PDF of the Same to be Uploaded on the GMIU Web Portal | 10 |
| 5 | Expatriate Challenges & Solutions: Understand the role of expatriates and the challenges they face. Students will be assigned different expatriate scenarios (e.g., an Indian manager relocating to Japan, an American CEO working in Brazil). Groups present their findings and suggest best practices for expatriate management. PDF of the Same to be Uploaded on the GMIU Web Portal | 10 |
| Total | | 50 |



Suggested Specification table with Marks (Theory):60

| Distribution of Theory Marks (Revised Bloom's Taxonomy) | | | | | | |
|--|--------------------|----------------------|--------------------|----------------|-----------------|---------------|
| Level | Remembrance (R) | Understanding (U) | Application (A) | Analyze (N) | Evaluate (E) | Create (C) |
| Weightage | 20% | 30% | 10% | 20% | 20% | 0% |

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 fundamental concepts of international trades and businesses. |
| CO2 | Evaluate various economic integrations for promoting regional trade and investments. |
| CO3 | Analyze the country-specific environment influence business practices and policies. |
| CO4 | Explore the role of international institutions and markets for international business. |

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any 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. 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 the laboratory.

Reference Books:

- [1] K Ashwathappa, International Business, (Latest Edition), Tata McGraw Hill publication.
- [2] Francis Cherulinam, International Business, (Latest Edition), Tata McGraw Hill publication.
- [3] Justin Paul, International Business (Latest Edition), McGraw Hill Education.
- [4] P. Subba Rao, International Business: Text and Cases (Latest Edition), Himalaya Publishing House.