



**Gyanmanjari**  
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester- 6 (BBA)

**Subject:** International Business – BBAXX16328

**Type of course:** Major (Core)

**Prerequisite:**

Students should have basic knowledge of business management and general economic concepts.

**Rationale:**

This course offers an overview of international business, trade theories, foreign exchange, and global management. It equips students to make strategic decisions, manage cross-border operations, and understand global finance, marketing, HRM, supply chains, and corporate governance. It prepares them for managerial roles in multinational and global business environments.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

*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.*

4 Credits \* 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



**Course Content:**

Sr.No	Course content	Hrs	% Weightage
1	<b>Introduction to International Business</b> <ul style="list-style-type: none"> <li>• Introduction to International Business</li> <li>• Differences between Domestic and International Business</li> <li>• Drivers of Globalization</li> <li>• Benefits and Challenges of Globalization</li> <li>• Basic Stages of Internationalization</li> <li>• EPRG Framework</li> <li>• Modes of International Operations</li> </ul>	15	25
2	<b>International Trade Theories</b> <ul style="list-style-type: none"> <li>• Different approaches of international business</li> <li>• Classification of International Trade Theories: Classical Trade Theories, Modern Trade Theories</li> <li>• Government Intervention and Rational for intervention</li> <li>• Instruments of Trade Control</li> <li>• Tariff and non-Tariff barriers.</li> <li>• Major Groups: ASEAN, SAARC, EU, NAFTA/USMCA, SAFTA</li> </ul>	15	25
3	<b>Foreign Exchange and International Business Strategies</b> <ul style="list-style-type: none"> <li>• Foreign exchange meaning, markets, and key players</li> <li>• Exchange rate arrangements and rate determination</li> <li>• Impact of exchange rate changes on business</li> <li>• Country scanning: information, data collection, analysis</li> <li>• Integration vs local responsiveness in global strategy</li> <li>• International, multi-domestic, global &amp; transnational strategies</li> <li>• Organizational structures for international operations</li> </ul>	15	25
4	<b>Global Marketing and Management</b> <ul style="list-style-type: none"> <li>• Global Marketing Strategies</li> <li>• Global Organizational Culture</li> <li>• Expatriate Management</li> <li>• Global Supplier Networks</li> <li>• Global Supply Chain Strategies</li> <li>• Corporate Governance &amp; CSR in International Context</li> </ul>	15	25





**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<b>Globalization Impact Study</b> Students will choose a multinational company and investigate how globalization has affected its operations, market reach, supply chain, and competitive advantage in different countries. and submit the PDF on the GMIU web portal.	10
2	<b>International Business Overview</b> Students will prepare a handwritten assignment explaining globalization drivers, stages of internationalization, and trade theories with examples. and submit the PDF on the GMIU web portal.	10
3	<b>Regional Trade Group Presentation</b> Students will prepare a detailed presentation on ASEAN, EU, SAARC, NAFTA/USMCA, or SAFTA, explaining purpose, benefits, challenges, and current developments, and submit the PDF on the GMIU web portal.	10
4	<b>Global Marketing Mix Development</b> Students will design a complete global marketing mix (4 Ps) for a product entering a new foreign market and justify cultural and regional adaptations. and submit the PDF on the GMIU web portal.	10
5	<b>Field Visit</b> Students will visit an export house, customs office, port, or logistics company and prepare a report on its international operations and supply chain practices. and submit the PDF report on the GMIU web portal.	10
6	<b>CSR Best Practices Research</b> Students will research an MNC's corporate governance and CSR practices across different countries and analyze how they meet international standards. and submit the PDF Report on the GMIU web portal.	10
7	<b>Attendance</b>	10
Total		70

**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%	30%	10%	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	Explain fundamental concepts of international business, globalization drivers, and modes of global operations.
CO2	Describe major international trade theories and evaluate the role of government and regional trade blocs.
CO3	Interpret foreign exchange mechanisms and apply global business strategies across different international markets.
CO4	Apply global marketing, HRM, supply chain, and CSR practices in international business environments.

**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] Hill, C. W. L., Hult, G. T. M. (2022). International Business: Competing in the Global Marketplace. McGraw Hill.
- [2] Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2021). International Business: Environments and Operations. Pearson Education.
- [3] Czinkota, M. R., Ronkainen, I. A., & Moffett, M. H. (2020). International Business. Wiley.
- [4] Wild, J. J., Wild, K. L., & Han, J. C. (2020). International Business: The Challenges of Globalization. Pearson Education.
- [5] Cherunilam, F. (2021). International Business: Text and Cases. PHI Learning.

