Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-3 (BBA)

Subject: International Business Strategies and Trade Policies – BBA1IE13312

Type of course: Multidisciplinary

Prerequisite:

Students must have a basic understanding of accounting and business concepts with interest in International Business Strategies and Trade Policies.

Rationale:

The objectives of the course are to build the skills, frameworks and knowledge in entrepreneurial finance. Students will study the financing of small and medium sized businesses from the perspective of both the entrepreneur and investors. They will learn how the financing decisions of small and medium sized private companies differ from those of public firms. They will also see how the use of real options and milestones relate to the strategy and the value on an opportunity.

Teaching and Examination Scheme:

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

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; LWA - Lab Work Assessment; V – Viva voce; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

<table>
<tr><th>Sr. No</th><th>Course content</th><th>Hrs.</th><th>% Weightage</th></tr>
<tr><td>1</td><td>
Introduction to International Business
Theory Topics

Meaning, Nature and Scope of International Business
Difference between Domestic and International Business
Modes of Entry: Exporting, Licensing, Franchising, Joint Ventures, FDI
Globalization: Concept, Drivers and Challenges
Role of MNCs in Global Economy

Practical 1: Country Selection Activity
Students select a country and analyse its business environment using PESTLE factors, market potential, ease of doing business, and the role of multinational companies. They also conduct a SWOT analysis and provide a justified recommendation on whether the country is suitable for business expansion.

Practical 2: Entry Mode Simulation
Students analyse a given company and foreign market to determine the most suitable entry mode (exporting, licensing, franchising, joint venture, or FDI). The decision is based on factors like cost, risk, control, and company capabilities, followed by a well-reasoned justification.

Examination Style
<table>
<tr><th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr>
<tr><td>1</td><td>ALA 1: Country Market Report
Students prepare a report on economic, political, and cultural environment of a selected country and upload it on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>2</td><td>ALA 2: Entry Strategy Case Study
Analyze how a specific company entered Indian market and upload the report on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>3</td><td>Quiz:
Students will be asked logical questions from above topics and they need</td><td>20</td><td></td></tr>
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05 P</td><td>20</td></tr>
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<tr><td></td><td>to describe with real examples.</td><td></td><td></td></tr>
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International Trade Theories and Policies

Theory Topics

Classical Theories: Absolute and Comparative Advantage
Modern Trade Theories: Heckscher-Ohlin Theory
Trade Barriers: Tariffs and Non-Tariff Barriers
Free Trade vs Protectionism
Role of WTO, IMF and World Bank

Practical 1: Trade Policy Comparison
Students compare the trade policies of India with another country by analysing tariffs, trade barriers, and overall trade approach, along with the role of World Trade Organization, International Monetary Fund, and World Bank, and provide a brief conclusion.
Practical 2: Tariff Impact Analysis
Students calculate impact of tariffs on import pricing. Analyse the effect on demand, import levels, and domestic industry competitiveness and also evaluate broader impacts like government revenue and overall economic outcomes.

Examination Style

<table>
<tr><th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr>
<tr><td>1</td><td>ALA 3: Trade Theory Application Report
Apply a trade theory to a real country scenario, prepare a report and upload it on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>2</td><td>ALA 4: WTO Case Analysis
Study dispute cases and suggest solutions, prepare a report and upload the report on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>3</td><td>Presentation:
Students will be asked to prepare a presentation from above topics and they need</td><td>20</td><td></td></tr>
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International Financial Environment

Theory Topics

Foreign Exchange Market and Exchange Rate Systems
Balance of Payments: Components and Analysis
International Financial Institutions
Currency Risk and Hedging Techniques
International Capital Budgeting

Practical 1: Exchange Rate Tracking
Students track the exchange rate of the Indian Rupee (INR) against major currencies such as USD or Euro over a period of 15 days. They record daily fluctuations, identify trends (appreciation or depreciation), and briefly analyse the possible reasons behind changes, such as market demand, economic conditions, or global events.
Practical 2: Forex Risk Simulation
Students analyse how fluctuations in exchange rates affect business transactions, especially imports and exports. They evaluate how currency appreciation or depreciation impacts costs, revenues, and profits, and understand the concept of foreign exchange risk along with basic hedging techniques used to minimize such risks.

Examination Style
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<tr><td>Sr. No</td><td>Evaluation Methods</td><td>SEE</td><td>CCE</td></tr>
<tr><td>1</td><td>ALA 5: BOP Analysis Report
Interpret India's Balance of Payments data prepare a report and upload it on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>2</td><td>ALA 6: Forex Risk Case Study
Suggest hedging strategies for a firm, prepare a report and upload the report on GMIU web portal</td><td></td><td>10</td></tr>
<tr><td>3</td><td>Numerical/Case Questions
Students solve exchange rate problems, analyze their</td><td>20</td><td></td></tr>
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	impact on international business decisions, and apply basic techniques to manage foreign exchange risk.		
	Total	**20**	**20**

Unit 4 — Hours: 05 T, 07 P — Marks: 20

Global Business Strategies

Theory Topics

- Global vs Local Strategies
- Porter's Diamond Model
- Competitive Strategies in International Markets
- Strategic Alliances and Mergers
- Digital Globalization and E-commerce

Practical 1: Strategy Design Activity
Students design a global strategy for a startup by choosing suitable markets, deciding between global or local approaches, and applying concepts like Porter's Diamond Model to ensure competitiveness.
Practical 2: Case Discussion
Students analyze strategies of companies like Amazon and Apple to understand their global operations, competitive advantages, and market approaches.

Examination Style

Sr. No	Evaluation Methods	SEE	CCE
1	**ALA 7: Global Strategy Report** Develop a strategy for entering a foreign market, prepare a report and upload it on GMIU web portal		10
2	**Assignment 1: Company Strategy Analysis** Evaluate international strategy of a company, prepare a report and upload the report on GMIU web portal		10
3	**Scenario-Based Strategy Design** Students analyze a given business scenario to design	20	

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	an appropriate international strategy, selecting suitable entry modes and approaches based on market conditions and company capabilities, with clear justification.		
	Total	**20**	**20**

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Export-Import Management and Trade Procedures

Theory Topics

- Export and Import Procedures
- Documentation in International Trade
- Role of EXIM Policy and DGFT
- Logistics and Supply Chain in Global Trade
- Export Promotion Schemes in India

Practical 1: Documentation Exercise
Students prepare key export documents like invoice and bill of lading, understanding their purpose and compliance under Directorate General of Foreign Trade.
Practical 2: Export Plan Preparation
Students create a basic export plan from India covering target market, pricing, logistics, and export policies.

Examination Style

Sr. No.	Evaluation Methods	SEE	CCE
1	**ssignment 2: Export Plan eport** repare a detailed export strategy for a selected roduct and upload it on MIU web portal		10
2	**ssignment 3: Trade ocumentation File** repare a compilation of port-import documents quired for a specific mpany and upload on MIU web portal		10
3	**actical Case / Viva** idents analyze a real-life port scenario and explain y aspects such as logistics, cumentation, and	20	

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		regulatory compliance and also demonstrate understanding of government schemes and the role of Directorate General of Foreign Trade in facilitating exports.					
		Total	**20**	**20**			

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	10%	20%	20%	20%	20%	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	Describe the nature, scope, and modes of entry in international business, along with the role of globalization and multinational corporations.
CO2	Explain classical and modern trade theories and analyze the impact of trade barriers and global institutions like WTO, IMF, and World Bank on international trade.
CO3	Analyze foreign exchange markets, interpret balance of payments, and apply techniques to manage currency risks in international business decisions.
CO4	Assess international business strategies using models like Porter's Diamond and recommend suitable strategies for global market entry and competition.
CO5	Prepare export-import documentation and design a basic export plan considering trade procedures, logistics, and government policies.

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] Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2021). *International business: Environments and operations* (16th ed.). Pearson Education.

[2] Hill, C. W. L. (2022). *International business: Competing in the global marketplace* (13th ed.). McGraw Hill.

[3] Hill, C. W. L., & Jain, A. K. (2014). *International business* (11th ed.). McGraw Hill Education (India).

[4] Bhalla, V. K. (2020). *International business* (14th ed.). S. Chand Publishing.

[5] Rao, P. S. (2018). *International business* (7th ed.). Himalaya Publishing House.

Suggested Guidelines:

SEE	Topic	Criteria	Marks	Description
1	Quiz	Conceptual Understanding	10	Evaluates the student's grasp of fundamental concepts, theories, and definitions relevant to the subject.
		Accuracy & Application	10	Measures correctness of answers and ability to apply knowledge in objective-type questions.
2	Presentation	Content Quality & Relevance	10	Assesses depth of research, clarity of ideas, and alignment with the given topic.
		Communication & Delivery	10	Evaluates confidence, clarity of speech, body language, and effective use of visual aids.
3	Numerical/Case Questions	Problem-Solving Approach	10	Examines logical steps, methodology, and understanding of formulas or case facts.

		Accuracy of Solution	10	Focuses on correctness of calculations or appropriateness of case analysis conclusions.
4	Scenario-Based Strategy Design	Analytical Thinking	10	Measures ability to interpret scenarios, identify problems, and analyze situations critically
		Strategic Planning & Creativity	10	Evaluates feasibility, innovation, and practicality of proposed strategies.
5	Practical Case / Viva	Concept Application	10	Assesses how effectively theoretical knowledge is applied to practical situations or real-life cases.
		Clarity of Explanation & Confidence	10	Evaluates articulation of answers, confidence level, and ability to respond to questions during viva.