



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2018-2019)**

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Programme Name: MMS

Semester: III

Name of the subject: International Business

Maximum marks: 100

No. of Sessions: 13

Name of the Faculty: Dr. Ravindra Limaye

Mobile No: 8291916323

Email: rlimaye@vpmthane.org

Weblink:

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**Learning Objectives:**

To polish students managerial skills and give them exposure to face real competition in Industry .

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**Reference Books:**

- International Management - Arvind V Pathak - TMH
2. The Cultural Dimension of International Business – Gary P Ferraro – Pearson
3. Multinational Management – John B. Cullen \_ Thomson
4. International Business: Challenges and Choices - Alan Sitkin, Nick Bowen – Oxford Press Assessment



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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Introduction , Objective , Scope  Perlmutter's EPRG Model	Text Books  International Business - Mike W. Peng; Klaus E. Meyer  2) International Business Environment, The: Text and Cases- J Stewart Black ; Anant K Sundaram – Prentice Hall India  3) International Business –Charles W L Hill - McGraw Hill	Understanding  the scope of  international  business	Short Tests
2	Country Analysis  PESTEL analysis, Porters Diamond  Country Risk analysis	Reference Books  International Management - Arvind V Pathak - TMH 2.  The Cultural Dimension of International Business – Gary P Ferraro – Pearson 3. Multinational Management – John B. Cullen _ Thomson 4. International Business: Challenges and Choices - Alan Sitkin, Nick Bowen –	Evaluating  country  attractiveness,  impact on  business models	Case study , live eggs



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Oxford Press Assessment				
3	Cross Cultural Management		Understanding cultural differences and impact on business operations	Question and answer session , role playing
4	Mode of Entry , Market/Country Entry Strategic Alliances/- JV / M&A		Optimal way to enter a market	Q AND A
5	Investment Decisions → Drivers of FDI – Special emphasis on emerging markets → Offshore Banking → Forex Management – ADR-GDR's- EU bonds			PRESENTATIONS
6	WTO Regional Trade Agreements			Q AND A
7	Managing of Multinationals			PRESENTATIONS
8				



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9				
10				
11				
12				
13				
14				
15				

**2. Practical Approach : Other activities (Atleast 4 distinct activities)**

<b>Sr. No.</b>	<b>Activity Name</b>	<b>Topic Coverd</b>	<b>Learning outcomes</b>	<b>Source</b>
1	Role Play			
2	Industry Visit			
3	Academic Projects	Presentations		
4	Book Review			
5	Group Discussion	Class participation		
6	Business Quiz / Business News sharing	Business accumenhip / business trends in indian market		
7	Videos / Simulation	Videos		



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8	Use of Softwares and Labs			
9	Any other activity			



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	On business acumen ship	10
Presentation	Presentation on various International business topics	20
Case Study		
Participation	Attendance + class participation	10
Others		

**Signature of Faculty**

**Signature of the Co-ordinator**