



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2016-2017)

Programme Name: MMS / PGDM: **MMS -III**

Name of the Course: **International Business**

Maximum marks: **100**

No. of Sessions: **15**

Name of the Faculty: **Deepak Agnihotri**

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Weblink:

Learning Objectives:

- Understand the nature of international business
 - Cognitive knowledge of global issues
- Obtain knowledge about international business environments and cross cultural differences.
 - Students would understand international business with an emphasis on cultural diversity, adaptation, and maintaining integrity
- Identify and analyse major international business environment factors.
- Formulate adaptation strategies and design implementation plans in international business contexts.
- International factors affect domestic concerns
- Regional economic integration and economic and political integration
- Institutions that shape the global marketplace
- Methods of businesses expansion abroad

Reference Books:

- International Business – Daniels and Radebough
- International Business – Sundaram and Black
- International Business – Roebuck and Simon
- International Business – Charles Hill



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- International Business – Subba Rao
- International Business – Alan Sitkin & Nick Bowen – Oxford Publications
- International Business: - Concept, Environment & Strategy – Vyuptakesh Sharan – Pearson Publications

- International Business by Rajendra P Maheshwari
- International Business by Nandi
- International Business by Shyam Shukla

Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to International Business	Lecture Supported by ppt with industry examples Notes at the end of semester	Introduces students to the importance and role of international business. Predominant themes include culture and business opportunities	MCQs, Oral Questions, Test
2	IB - Objective, Scope and Importance, Domestic and International Business, Reasons for International Business, Modes of Entry and Operation	Lecture Supported by ppt with industry examples Notes at the end of semester	Knowledge to enter a foreign market that has impact on the business	MCQs, Oral Questions, Test
3	Doing business in India, PEST	Lecture Supported by ppt with industry examples	To understand	MCQs, Oral Questions,



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		Notes at the end of semester	challenges and to learn how to effectively do business in India, the world's largest democracy, political and economic reforms that provide foreign investors with incentives for doing business in India	Test
4	Understand Invest Management in IB, Sources, Risk	Lecture Supported by ppt with industry examples Notes at the end of semester	Market microstructure and evaluate its importance to investors, fundamental drivers of diversification as an investment strategy for investors, identify established risk management techniques	MCQs, Oral Questions, Test
5	FDI, International Banking Introduction to Capital Markets - Business view Forex, ADR, GDR Venture Capitalist	Lecture Supported by ppt with industry examples Notes at the end of semester	Impact of FDI on a country, economically, politically. Various methods and instruments of investment	MCQs, Oral Questions, Test
6	MNC – Org. Structure and Control	Lecture Supported by ppt with industry examples Notes at the end of semester	Know how to assess international investment projects	MCQs, Oral Questions, Test



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			and associated project finance options	
7	Globalization – Economic Impact, Trade Liberalization	Lecture Supported by ppt with industry examples Notes at the end of semester	Concept, factors, motives and strategy to globalise business	MCQs, Oral Questions, Test
8	Int'l Org – ADB, World Bank, IMF and other	Lecture Supported by ppt with industry examples Notes at the end of semester	Understand how the current monetary environment, the IMF, and the World Bank impact business.	MCQs, Oral Questions, Test
9	Trade Blocs – Factors and Advantages	Lecture Supported by ppt with industry examples Notes at the end of semester	Impact of Trading blocs on the firm and Market	MCQs, Oral Questions, Test
10	Int'l Trade Theories	Lecture Supported by ppt with industry examples Notes at the end of semester	Understand why nations trade with each other become familiar with the different theories explaining trade flows between nations.	MCQs, Oral Questions, Test
11	Int'l Logistics – Drivers, Challenges, Complexity	Lecture Supported by ppt with industry examples Notes at the end of semester	Explain and understand the drivers and enablers and the need of standardized processes in International logistics	MCQs, Oral Questions, Test
12	Int'l HRM – Evolution, Role, Diversity	Lecture Supported by ppt with industry examples Notes at the end of semester	In strategic and functional roles of HRM understand issues, opportunities and challenges,	MCQs, Oral Questions, Test



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			external forces, pertaining to international HRM	
13	Case Presentation + Test		Achieve familiarity to a realistic situation	MCQs, Oral Questions, Test
14	Case Presentation + Test		Achieve familiarity to a realistic situation	MCQs, Oral Questions, Test
15	Case Presentation + Test		Achieve familiarity to a realistic situation	MCQs, Oral Questions, Test

2. Practical Approach : Other activities (At least 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	Case evaluation - group	Conceptual	Established cases
4	Book Review			
5	Group Discussion	Academic Topic related to IB currency	Happening in IB	News Papers, Business Magazines
6	Business Quiz / Business News sharing	Currency of Topic and relevance	Happening in IB	News Papers, Business Magazines
7	Videos / Simulation	Topic related videos	Concept clarity	Media availability
8	Use of Software and Labs			
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	2 Tests – Best of two	20
Presentation	Topic wise, Case study	10
Case Study	Oral Questions, Debate, Query	
Participation	Oral Questions, Debate, Query, Attendance	5
Others	Grooming, Behaviour	5

Signature of Faculty

Signature of the Co-ordinator