



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2019-2020)

Programme: MMS Semester: III Period: July'19 – October'19
Course Code : MMS-C301
Name of the subject: International Business
Maximum marks: 100 (60+40) No. of Sessions: 13/14 (3 hrs each)
Name of the Faculty: Prof. Deepak Agnihotri
Mobile No: Email: dagnihotri@vpmthane.org

Program Outcomes (PO)	Course Outcomes (CO)
<ol style="list-style-type: none">1. Understand the nature of international business2. Cognitive knowledge of global issues Obtain knowledge about international business environments and cross cultural differences.3. Students would understand international business with an emphasis on cultural diversity, adaptation, and maintaining integrity	<ol style="list-style-type: none">1. Identify and analyze major international business environment factors.2. Formulate adaptation strategies and design implementation plans in international business contexts.3. International factors affecting domestic concerns4. Regional economic integration and economic and political integration5. Institutions that shape the global marketplace6. Methods of businesses expansion abroad

Reference Books:

1. International Business – Daniels and Radebough
2. International Business – Sundaram and Black
3. International Business – Roebuck and Simon
4. International Business – Charles Hill
5. International Business – Subba Rao
6. International Business – Alan Sitkin & Nick Bowen – Oxford Publications
7. International Business: - Concept, Environment & Strategy – Vyuptakesh Sharan – Pearson Publications
8. International Business by Rajendra P Maheshwari
9. International Business by Nandi
10. International Business by Shyam Shukla

A. Plan:

<u>Session No.</u>	<u>Pl. Date</u>	<u>Topic</u>	<u>Ref. Study Material</u>	<u>Course Outcomes</u>
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

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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
3		Doing business in India, PEST	Lecture Supported by ppt with industry examples Notes at the end of semester	To understand 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
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
5		FDI, International Banking Introduction to Capital Markets - Business view Forex, ADR, GDR Venture Capital-ist	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
6		MNC – Org. Structure and Control Internal Test + Case Present	Lecture Supported by ppt with industry examples Notes at the end of semester	Know how to assess international investment projects and associated project finance options
7		Globalization – Economic Impact, Trade Liberalization Case Present	Lecture Supported by ppt with industry examples Notes at the end of semester	Concept, factors, motives and strategy to globalise business



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8		Int'l Org – ADB, World Bank, IMF and other Case Present	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.
9		Trade Blocs – Factors and Advantages Case Present	Lecture Supported by ppt with industry examples Notes at the end of semester	Impact of Trading blocs on the firm and Market
10		Int'l Trade Theories Case Present	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.
11		Int'l Logistics – Drivers, Challenges, Complexity Case Present	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
12		Int'l HRM – Evolution, Role, Diversity Case Present	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, external forces, pertaining to international HRM
13		Internal Test + Case Present		Connecting with audience, Managing Time, Speaking authoritatively – Subject Knowledge, Confidence building
14				



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B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (Current Affairs)	All Topics as per above plan	Listed in the plan	Industry
2	Academic Projects	Assignments	Industry Importance	Relevant topics to syllabus
3	Group Discussion	Topics Listed in the plan	More knowledge and Doubt clarification	Lecture and Questions in the class
4	Role Play			
5	Industry Visit			
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Software and Labs			
9	Any other activity			

C. Innovative pedagogy adopted:

Interchange of views, Group projects. Evaluation throughout, suggesting improvements, making students think and express their views, challenge own assumptions, make own choices and contribute with their own thinking to the task, making changes to the pre-assumed framework.

Prepared by:
by:
Faculty

Reviewed by:
Specialisation

Approved
ADC

Date:

Date:

Date:



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A. Execution:

<u>Session No.</u>	<u>Actual Date</u>	<u>Topic Covered</u>	<u>Attendance %</u>	<u>Evaluation Method</u>	<u>Case Study Ref.</u>	<u>Quiz Ref.</u>	<u>CR Sign</u>
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							

B. Evaluation:

Component	Details	Marks
Presentations & Viva	Mandatory	5+5
Class Test (3 for MMS)	Mandatory (MCQ, Descriptive, Etc)	20
Assignments / Others	Mandatory	5
Participation/Attendance	Mandatory	5
Final Exam	Mandatory	60



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C. Student Performance Analysis:

<u>Avg. Attendance</u>	<u>Avg. Internal Marks</u>	<u>% Failed in Internals</u>	<u>Avg. Final Marks</u>	<u>% Failed in Final</u>	<u>No. of best students > 80%</u>	<u>No. of students needs improvement</u>

D. Attainment:

	CO1	CO2	CO3		
PO1					
PO2					
PO3					

Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

Signature of Faculty

Signature of the Co-ordinator / ADC