



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2015-2016)**

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Programme Name: MMS / PGDM: **MMS**

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Name of the Course: **International Business**

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Maximum marks: **100** \_\_\_\_\_ No. of Sessions: **15** \_\_\_\_\_

Name of the Faculty: **Deepak Agnihotri**

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**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 analyze 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
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**Reference Books:**

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



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**Plan:**

| <b>Session No</b> | <b>Topics to be covered</b>   | <b>References-<br/>Print/Online</b>   | <b>Learning outcomes</b>  |
|-------------------|---|---|---|
| 1                 | Introduction to International Business  | Lecture Supported by ppt with industry examples<br>Notes at the end of semester | Introduces students to the importance and role of international business. Predominant themes include culture and business opportunities   |
| 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<br>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<br>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<br>Notes at the end of semester | Market microstructure and evaluate its importance to investors, fundamental drivers of diversification as an investment strategy for investors, indentify established risk management techniques                        |
| 5                 | FDI, International Banking<br>Introduction to Capital Markets - Business view<br>Forex, ADR, GDR<br>Venture Capital-ist                     | Lecture Supported by ppt with industry examples<br>Notes at the end of semester | Impact of FDI on a country, economically, politically. Various methods and instruments of investment  |



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|----|---|---|--|
| 6  | MNC – Org. Structure and Control                      | Lecture Supported by ppt with industry examples<br>Notes at the end of semester | Know how to assess international investment projects and associated project finance options  |
| 7  | Globalization – Economic Impact, Trade Liberalization | Lecture Supported by ppt with industry examples<br>Notes at the end of semester | Concept, factors, motives and strategy to globalise business   |
| 8  | Int'l Org – ADB, World Bank, IMF and other            | Lecture Supported by ppt with industry examples<br>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                  | Lecture Supported by ppt with industry examples<br>Notes at the end of semester | Impact of Trading blocs on the firm and Market   |
| 10 | Int'l Trade Theories                                  | Lecture Supported by ppt with industry examples<br>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     | Lecture Supported by ppt with industry examples<br>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                | Lecture Supported by ppt with industry examples<br>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 | Case Presentation + Test                              |   | Achieve familiarity to a realistic situation   |
| 14 | Case Presentation + Test                              |   | Achieve familiarity to a realistic situation   |
| 15 | Case Presentation + Test                              |   | Achieve familiarity to a realistic situation   |



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**Evaluation:**

**I) Internal:**

| <b>Component</b> | <b>Details</b>                            | <b>Marks</b> |
|------------------|---|--------------|
| Class Test       | 2 tests, best of two                      | 20           |
| Presentation     | Topic wise, Case study                    | 10           |
| Participation    | Oral Questions, Debate, Query, Attendance | 5            |
| Conduct          | Grooming, Behaviour                       | 5            |
| Others           |   |              |

**II) External:**  
**(Sample questions)**

- Difference between Domestic and International Business
- Views on Globalization – avenue for development, growing inequality
- Modes of entry
- MNC a requirement and its role in the economy of the country
- Factors influencing Foreign Investment – Role and Magnitude of FDI
- Comparison of trade models
- Influences, complexities, trade-offs in logistics
- Approaches to Human resource management and challenges
- Barriers to trade – Tariff and Non-Tariff related
- Trade treaties and WTO
- Case Study on Various topics

**Signature of Faculty**

**Signature of the Co-ordinator**