



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2020-2021)

Programme: MMS (HR) Semester: III Period: Aug'20 – Apr'21
Course Code: MMS Name of the subject: International Business
Maximum marks: 100 (60+40) No. of Sessions: 14 (Total 40 hrs)

Name of the Faculty: Dr Arloph Johnvieira
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Program Outcomes (PO)

1. Nurture Leadership Skills, Team membership Skills and Mutual Trusts
2. Demonstrate Decision Making Skills
3. Ability to develop Culture of Technology-usage
4. Inculcate Social Sensitivity among students
5. Integrate and Apply business knowledge and management technique for Problem solving /Analytical skills.

Course Outcomes (CO)

1. To understand and analyze international business environment factors that impact International Business .
2. To understand the adaptation strategies and to design implementation plans in international business context.
3. To examine the International factors affecting domestic concerns.
4. To impart knowledge of various Institutions that shape the global marketplace

Text Books :

1. **International Business: Mike W, Peng. Kinus E, Meyer C, Engage Learning**
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**

Reference Books:

1. **International Management : Arvind Pathank , The McGraw Hill**
2. **Cultural Dimensions of International Business: Gary P Ferrao, Pearson Publications**
3. **Multinational Management : John P Cullen, Thomson**
4. *International Business : Daniels and Radebough*
5. *International Business : Subba Rao , Himalaya Publications House*
6. *International Business : K.Ashwathappa. The McGraw Hill*

A. Plan: (Each Session of 3 hours except last session No 14 of 1 hr)



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<u>Session No.</u>	<u>Pl. Date</u>	<u>Topic</u>	<u>Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</u>	<u>Course Outcomes</u>
<u>1</u>	<u>7th Aug</u>	Introduction to IB , Objective, Scope and Importance of IB , Domestic and International Business & EPRG Framework by Pearlmutter	Lecture Supported by ppt with industry examples	To understand the importance and driver: of international business & its overall impact of globalisation . To understand the EPRG Framework for Strategic decisions & the relationship of HO with Subsidiary of IB
<u>2</u>	<u>14th Aug</u>	Theories of Trade : Porters Diamond Theory Modes of Entry and Operations	Lecture Supported by ppt with industry examples Case Study	To understand why nations trade with each other become familiar with the different theories explaining trade flows between nations. To impart Knowledge to enter a foreign market that has impact on the business
<u>3</u>	<u>21st Aug</u>	Modes of Entry (Contd) PESTEL Business Environment	Lecture Supported by ppt with industry examples Case Study	To examine the International factors affecting domestic business To understand India's political and economic reforms that provide foreign investors with incentives for doing business in India
<u>4</u>	<u>28th Aug</u>	Understand Invest Management in IB, Sources, Risk	Lecture Supported by ppt with industry examples Case Study	To understand Market microstructure To evaluate its importance to investors, fundamental drivers of diversification as an investment strategy for investors To identify established risk management techniques
<u>5</u>	<u>4th Sep</u>	FDI, International Banking Intro to Capital Markets - Business view Forex, ADR, GDR Venture	Lecture Supported by ppt with industry examples Case Study	To understand the Impact of FDI on a country, economically, politically. To impart knowledge on various methods and instruments of investment



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<u>6</u>	<u>11th</u> <u>Sep</u>	MNC – Org. Structure and Control INTERNAL TEST 1	Lecture Supported by ppt with industry examples Case Study	To understand the assessment of international investment projects and associated project finance options
<u>7</u>	<u>18th</u> <u>Sep</u>	Globalization – Economic Impact, Trade Liberalization	Lecture Supported by ppt with industry examples Case Study	To understand the Concept, factors, motives and strategy to globalise business
<u>8</u>	<u>25th</u> <u>Sep</u>	Int'l Org – ADB, World Bank, IMF and other	Lecture Supported by ppt with industry examples Case Study	To impart knowledge of how various institutions shape the global market place including the current monetary environment, the IMF, and the World Bank impact business.
<u>9</u>	<u>2nd</u> <u>Oct</u>	Trade Blocs – Factors and Advantages	Lecture Supported by ppt with industry examples Case Study	To understand Impact of Trading blocs on the firm and Market
<u>10</u>	<u>9th</u> <u>Oct</u>	Foreign Trade Procedures	Lecture Supported by ppt with industry examples Case Study	To understand the export procedures, know the various import procedures and understand the documentation required for the shipments & realise export proceedings including govt incentives
<u>11</u>	<u>16th</u> <u>Oct</u>	Int'l Logistics – Drivers, Challenges, Complexity	Lecture Supported by ppt with industry examples Case Study	To explain and understand the drivers and enablers and the need of standardized processes in International logistics
<u>12</u>	<u>23rd</u> <u>Oct</u>	Int'l HRM – Evolution, Role, Diversity INTERNAL TEST 2	Lecture Supported by ppt with industry examples Case Study	In strategic and functional roles of HRM understand issues, opportunities and challenges, external forces, pertaining to international HRM
<u>13</u> (<u>2 hrs</u>)	<u>30th</u> <u>Oct</u>	Future of Intn'l Business , emphasis on India and China	Lecture Supported by ppt with industry examples Case Study	To understand the Future of International business with an emphasis on India and China
<u>14</u> (<u>2hrs</u>)	<u>6th</u> <u>Nov</u>	Review & Revision if any		



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B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study	All Topics except Topic 1: Introduction	Different approaches and perspectives	
3	Group Discussion	All Topics	Understanding & learning additional inputs from peer learning	
5	Industry Visit	Topic No 10: Foreign Trade Procedure	Understanding Export company real issues	
6	Business News sharing	Every Session	Updated & current info on the Topic	
7	Videos	Topic no 11 & Topic No : 13	Holistic Industry perspective	
8	Use of IT Labs	Nil	Nil	
9	Workshop	Nil	Nil	
10	Student Presentation of Select Topic	As per allocation	Self Learning & improving Presentation skills	

C. Innovative pedagogy adopted:

Prepared by:
Faculty

Date:

A. Execution:

Approved by:
Specialisation Head

Date

<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>

