

BBCG 106	Interntaional Business	L	T	P	C
Version 1.0		3			3
Pre-requisites/Exposure	Basic knowledge of Micro and Macroeconomics				
Co-requisites					

Course Objectives

The objectives of this course are:

1. Knowledge: Basic and broad knowledge in international business environment, strategies and management. Ability to apply concepts, principles and theories to simple business situations.
2. Global Perspective: Awareness of the different thinking and viewpoints of diverse cultures.
3. Awareness of the global business environment and its impacts on businesses.
4. Practical Application: Use of excel tools in real world scenarios.

Course Outcomes

On completion of this course, the students will be able to:

- CO1. Explain the concepts in international business with respect to foreign trade/international business
- CO2. Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
- CO3. Analyse the principle of international business and strategies adopted by firms to expand globally
- CO4. Integrate concept in international business concepts with functioning of global trade

Catalog Description

Being an undergraduate level program of Foreign Trade, it is imperative for a student to have an understanding of international business and global business environment in which it takes place. The various concepts of international business (PEST Analysis), foreign direct investment, foreign exchange, organizational structures, strategies followed by firms when they plan to become global need to be understood by the students pursuing this program. Apart from reading the references mentioned below, they need to develop habit of reading some economic newspapers which equips them with latest developments taking place in the area of foreign trade and apply the knowledge in practical aspects. Reading newspaper will help them to understand the concepts better and keep updated with national and global business environment.

Course Content

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| Unit I: Nature of International Business | 4 lecture hours |
| Unit II: Global Trade Theories and Investment | 8 lecture hours |

Unit III: International Business Environment	8 lecture hours
Unit IV: International Financial Management	8 lecture hours
Unit V: IB Strategy and Structure	8 lecture hours

Reference Books

1. International Business: K Aswathappa, McGraw Hill
2. Charles W L Hill & Arun Kumar Jain, International Business, Tata McGraw-Hill, 2006
3. Francis Cherunilam, International Business, PHI
4. Joshi, Rakesh Mohan, *International Business*, Oxford University Press, 2009.

Case Studies/Case-lets in Reference Book 1&2

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	IA			ESE
		Assignment	Case Study	Presentation	
Weightage (%)	20	10	10	10	50
Total		30			

Relationship between the Course Outcomes (COs) and Intended Student Learning Outcomes (ISLOs) or PO's

Mapping between COs and Intended Student Learning Outcomes (ISLOs)		
	Course Outcomes (COs)	Mapped Intended Student Learning Outcomes (ISLOs)/ PO's
CO1	Explain the concepts in the functional areas of foreign trade/international business	PO1, PO 2, PO 3, PO 4, PO 5, PO 6, PO 7, PO 8, PO 9, PO 10
CO2	Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects	PO1 PO 3, PO 4, PO 5, PO 6, PO 7, PO 8, PO 9, PO 10,11,12
CO3	Analyse the principle of international business and strategies adopted by firms to expand globally	PO1, PO 2, PO 3, PO 5, PO 6, PO 7, PO 8, PO 9, PO 10

CO4	Integrate concept in international business concepts with functioning of global trade	PO1, PO 2, PO 3, PO 4, PO 5, PO 7, PO 8, PO 9, PO 10,11,12
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Course Outcomes	CO 1	CO 2	CO 3	CO 4
PO 1	3	3	3	2
PO 2	3	3	3	2
PO 3	3	3	3	2
PO 4	3	1	1	2
PO 5	2	1	1	1
PO 6	2	2	2	2
PO 7	3	2	1	2
PO 8	3	3	3	3
PO 9	1	1	1	1
PO 10	2	2	2	2
PO11	1	1	1	1
PO12	2	2	2	2

BBCG 106	International Business	ISLO /PO1	ISLO /PO 2	ISLO /PO 3	ISLO /PO 4	ISLO /PO 5	ISLO /PO 6	ISLO /PO 7	ISLO /PO 8	ISLO /PO 9	ISLO /PO 10	ISLO /PO 11	ISLO /PO 12
	CO	3	3	3	2	1	2	2	3	1	2	3	1
		Students will demonstrate strong conceptual knowledge of international business	Students will demonstrate effective oral and written communication skills in the professional context	Students will be able to work effectively in team building capabilities	Students will develop critical thinking and problem-solving skills applicable to business and management practice	Students will be able to describe the global environment of business	Student will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the international	Students will be able to apply decision support tools to business decision making.	Student will be able to apply knowledge of business concepts and function in an integrated manner	Students will demonstrate conceptual domain knowledge of international business	Students will apply decision support tools to decision making in international business	Students will apply conceptual knowledge of Foreign Trade in an integrated manner.	Students will demonstrate employable and deployable skills for appropriate roles in management.

1=weakly mapped
2= moderately mapped
3=strongly mapped

SAMPLE IS GIVEN BELOW FOR INTERNATIONAL BUSINESS

Model Question Paper

Name: Enrolment No:			
Course: BBCG 106 – International Business			
Programme: B.B.A FT Time: 03 hrs. Marks:100		Semester: 2016-17 Max.	
Instructions: Attempt all questions from Section A (20); any Two Questions from Section B (Attempt any 5 questions each carrying 4 marks). Section C (Attempt 3 questions each carrying 10 marks). Section C (Attempt 2 questions each carrying 15 marks).			
Section A (10*1=20 Marks)			
1.	1. Name top four products India imports. 2. Name the Prime minister and Finance minister under whose regime reforms were introduced in India in 1991. 3. Mention two main drivers of Globalization 4. Name the first major single brand retailer that has been given the approval to set up retail stores in India. 5. Name two countries where Amul's dairy products are exported. 6. Name the present Governor of RBI. 7. What is the name of Tata's e-commerce initiative? 8. Name top four products that India exports and imports in the correct order. 9. At what position is India ranked as per Global Competitiveness Report of 2015-16. 10. Mention two main drivers of Globalization.	[20]	CO1,2
SECTION B (5*4=20 Marks)			
2.	How does political-legal environment effect business environment of a firm? Explain with the help of examples.	[5]	CO 2
3.	What is the contribution of Agriculture, Industry and Services in country's GDP at present.	[5]	
4.	Define Globalization. What do you understand by 'globalization of markets' and 'globalization of production'? Explain with the help of appropriate examples.	[5]	

5.	State the difference between 'Franchising' and 'Licensing' with the help of appropriate examples.	[5]	CO1,3
SECTION C (10*3=30 Marks)			
6.	How is international business linked to economic growth? Explain with the help of examples in Indian economy	[10]	CO2,3
7.	The process of global integration started with introduction of economic reforms in July 1991. Which factors came together to implement these reforms for opening up of Indian economy?	[10]	CO3,4
8.	Write a short note on 'Privatization' with appropriate examples.	[10]	CO1,2
SECTION D Attempt any two (15*2=30 Marks)			
9.	Should two countries engage in international trade only in case they have comparative advantage? Critically explain the statement by taking example of any two countries and two products.	15	CO1,3
10	Explain the trend of FDI in India during post reforms period by linking it with various changes taking place in business environment of India/world. State the reasons for the same	15	CO1,3,4
11	Explain Porter's model to develop competitive strategy with the help of an example (of a firm and a product.).	15	CO1,3,4