JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: BBA/ B. Voc **Semester: V**

INTERNATIONAL BUSINESS

No. of Credits: 4 **No. of Hours: 60**

COURSE OBJECTIVES:

- To understand the International Business environment.
- To know the various modes of entering International Business.
- To understand the role of regional trading blocks and international institutions in International Business.

LEARNING OUTCOMES:

- To enable the students to know the scope in expanding domestic business globally.
- To develop interpersonal skills in individuals from different cultures which will enable them to work in international companies.
- To enable them to know the scope of various intermediaries involved in international business.

UNIT 1: INTRODUCTION TO INTERNATIONAL BUSINESS: 10 HRS

International business environment - concept and factors influencing international business environment.

Evolution of International business – Characteristic features of international business – Factors influencing international business – Changing scenario of international business – International business approaches – Advantages and disadvantages of international business- Deglobalisation, localisation vs globalisation.

UNIT 2: MODES OF ENTERING INTERNATIONAL BUSINESS: 10 HRS

Exporting – Licensing – Franchising – Contract manufacturing – Management contracts – Turnkey projects – FDI – Alliances like mergers, acquisitions, Joint ventures – Outsourcing and Offshoring.

UNIT 3: INTERNATIONAL MARKETING: 14 HRS

(A) Meaning – products-pricing-place/distribution, production, global marketing strategies indifferent stages of Product Life Cycle

(B) Global Trade Blocks – European Union (EU) – Association of South East Asian Nations (ASEAN) – South Asian association for regional co-operation (SAARC) – General Agreement on Tariffs and Trade (GATT) – World Trade Organization (WTO) -World Intellectual Property Organisation (WIPO) – North American Free Trade Agreement (NAFTA) – Implications of trade blocks on business - World Bank and its importance.

UNIT 4: **INTERNATIONAL FINANCE:** **10 HRS**

Meaning – Foreign Exchange – Convertibility of Rupee – foreign institutional investors - FDI, Concept and significance of balance of payments account; Current and capital account components; Rupee Vostro accounts, Balance of payment deficits and correction policies.

UNIT 5: INTERNATIONAL HRM: **16 HRS**

Introduction to IHRM; Human Resource Management in the International Firm - Cultural factor in human resource policies; recruitment - selection - sources of international human resource, Hiring HCN's and TCN's; International transfers; Expatriate Management- Problems of repatriation of overseas expatriates and strategies to tackle these problems – performance appraisal – training and development - Compensation in International Perspective- Factors, package, methods and trends; International reward system; A framework for international industrial relations; Employees participation – Practices in various countries.

SKILL DEVELOPMENT ACTIVITIES:

- Use of digital ads for International Brands.
- Study of International Business operations of a company. Eg. Mc Donalds, HSBC (Case Study)
- Marketing Khadi Abroad.
- International Currency and its value (List at least 20 countries)
- Indian Business ventures abroad (Case Study)

BOOKS FOR REFERENCE

1. P. Subba Rao International Business text and cases, Himalaya Publishing house, 2012.
2. K. Ashwathappa International Business, Tata Mc Graw Hill 2006
3. Justin Paul, International Business, Prentice Hall International, 2005
4. V K Balla, International Business, S Chand 2013.
5. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing.
6. Saini, D. S. and Sami A. K., Human resource management – Perspectives for the new era, Response Books.

Note: Latest edition of books for reference may be used.