

JYOTI NIVAS COLLEGE AUTONOMOUS

PROGRAMME: BBA/B.VOC

Semester: VI

INTERNATIONAL BUSINESS

No. of Credits: 4

No. of Hours: 60

COURSE OBJECTIVES:

- To know the various modes of entering International Business.
- To understand the International Business environment.
- To understand the role of international institutions in International Business and global supply chain management.

LEARNING OUTCOMES:

- Understand the concept of International Business.
- Differentiate the Internal and External International Business Environment.
- Understand the difference between MNC and TNC
- Understand the role of International Organisations in International Business.
- Understand International Operations Management.

UNIT 1: INTRODUCTION TO INTERNATIONAL BUSINESS:

12 Hours

Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into International Business

UNIT 2: INTERNATIONAL BUSINESS ENVIRONMENT

12 Hours

Overview of IBE, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.

UNIT 3: GLOBALIZATION

14 Hours

Meaning, features, Approaches to Globalization, Essential conditions favouring globalization, challenges to globalization; MNCs & TNCs - Meaning, features, merits and demerits; Technology transfer - Meaning and Issues in Technology Transfer; Emerging Trends in Globalization impacting Organizations.

UNIT 4: ORGANIZATIONS SUPPORTING INTERNATIONAL BUSINESS **10**
Hours

Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.

UNIT 5: INTERNATIONAL OPERATIONS & SUPPLY CHAIN MANAGEMENT **12**
Hours

Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and its determinants; Expatriation and Repatriation- Meaning, Objectives, Procedures and Challenges. Cross cultural training .(concepts only)

Skill Development Activities:

- List any 10 countries and their currencies.
- Prepare a chart showing the modes of entry into global business.
- List any 10 Indian MNCs along with their products or services offered.
- Draft an organization structure of IMF/WTO/World Bank
- Discuss Bilateral trade agreement.

BOOKS FOR REFERENCE

- P. Subba Rao International Business text and cases, Himalaya Publishing house, 2012.
- K. Ashwathappa International Business, Tata Mc Graw Hill 2006
- Justin Paul, International Business, Prentice Hall International, 2005
- V K Balla, International Business, S Chand 2013.
- Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing.
- Saini, D. S. and Sami A. K., Human resource management – Perspectives for the new era, Response Books.
- Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, NewDelhi
- Francis Cherunilam; International Business, Prentice Hall of India
- Sumati Varma. (2013). International Business (1st edi), Pearson.
- Charles Hill. (2011). International Business: Text & Cases, Tata

McGraw Hill, NewDelhi.

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