

**DR MPS GROUP OF INSTITUTIONS
COLLEGE OF BUSINESS STUDIES, AGRA**

INSTRUCTIONAL PLAN

MBA Third Semester: _August 2018

Faculty : A. K. Jain

ALLOCATED LECTURES ARE BASED ON STUDENT INTERACTION AND PARTICIPATION. SESSIONS REQUIRED MAY VARY, DEPENDING ON CLASS ATTENDANCE AND STUDENT INVOLVEMENT.

Course Title: International Business Management

Textbook: (Book Bank – Given to Student)

1. International Trade and Export Management, Cherunilam, F., Himalaya

Other specific books :(Reference)

1. Subba Rao P., International Business, Himalaya Publication
2. Sharan Vyuptakesh, International Business, Pearson
3. Hill C.W., International Business, TMH

Detailed Plan for Lectures.

Lecture No. Each Lecture of min. 45 minutes duration	Topic	Chapters/ Sections of Textbook/ other reference	Assignment/ Task to be assigned to students		Pedagogical aid Demonstration/ case study/ images/ animations etc.
			DOA	DOS	
1 - 3	International Business: Introduction, Definition; scope; Evolution; drivers of globalisation; trends in globalization(real merchandise trade, nominal merchandise trade); stages of internationalisation (domestic; international; multinational; global transnationals); Domestic vs. International business;	Ch 1; Ch 1 (R1) UNCTAD website			Case study - Leneova
4 - 5	International business approaches(ethnocentric; polycentric; regio centric; geocentric) ; advantages and problems of international business	Ch 1&2; Ch 1(R1)			Organization structure of each - ppt
6 - 9	International trade and Investment theories: Introduction; Mercantilism; Absolute cost advantage; theory of comparative cost advantage; Comparative cost advantage with money/opportunity cost theory; Heckscher-Ohlin Relative factor endowment theory.	Ch2; Ch2 (R1);	A		Text book 1 – case 12 ‘Hindustan lever limited’ (now HUL)
10 - 11	Complimentary trade theories: Stopler-Samuelson; Raymond Vernon product life cycle theory	Ch2; Ch2 (R1);			Case Study/Simulative exercise – to be given by faculty
12-14	Investment Theories: theory of capital movement; market imperfection theory; Location specific advantage theory; internationalisation theory; eclectic theory.	Ch2; Ch2 (R1);			Text book 1 - Case 11 ‘The world commercial vehicle market’; Nokia – A

					GLOCAL giant	
15-16	International trade policies and relations: Introduction; Instruments – tariffs; subsidies; import quotas;	Ch10 (R1)			Local industry examples	
17-19	Voluntary export restraints; local content requirements; administrative policies; International law; Anti-dumping policy; international trade relations.	Ch10 (R1)			India vs. China toy industry	
20-26	International Institutions: IMF (introduction/history; objectives; functions; roles; organization structure). IBRD (chronology; functions; features-organization structure; funding objectives; EDI). UNCTAD (historical developments; functions; main activities; basic principles; achievements.	Ch 5 & 11; Ch10 (R1)			Website visit/surfing for write up/presentation on different institutions.	
27-29	WTO: Introduction; GATT; establishment of WTO; the Uruguay round; salient features of UR agreement; GATS-TRIPs- TRMs (overview);India and WTO	Ch 12; Ch7 (R1)			Website surfing for write up/presentation on different institutions.	
30-31	Regional Economic Integration: introduction; kind/levels of integration; advantages; regional economic integration of Europe (EU) -chronology; objectives; activities; functioning(CAP; CFP; EMU); Euro currency.	Ch 5; Ch11 (R1)				
32	Regional integration in U.S.A.: NAFTA – history; objectives; measures; impact in US; impact in Mexico.	Ch12 (R1); Ch9 & 11				
33	ASEAN – history; AFTA formation; objectives; Indo ASEAN relations				website	
34	SAARC- introduction; objectives; SAPTA-objectives					
35-36	Foreign exchange determination: Basic concepts – currency, methods of payment, gold standard, Bertton Woods system of exchange rates;	Ch 8&9; Ch 15 (R1)			ppts	
37-39	Exchange rate regime since 1973 – floating –rate; pegging of currency; crawling peg; target zone agreement; fixed rate regime; factors affecting exchange rates – PPP; Mint parity; Interest rates; Indian rupee exchange rates – convertibility of the rupee and its implications.	Ch 8&9; Ch 15 (R1)			ppts	
40-42	International marketing: significance, segmentation of international markets, product life cycle, International human resource management: global recruitment; expatriates; staffing policies-geocentric/polycentric/region-centric/ethnocentric	Ch 21 (R1)			WIPRO & TCS vs. IBM & MICROSOFT	

43-44	Expatriate repatriation; International labour relations – trade relation; grievance procedure; working conditions; wage rates; employee conduct; molestation and harassment.	Ch 21 (R1)				
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Details of Assignments Planned: (Sample – actual assignment may differ in number, content and context)

Assignment No.	Details	Nature of Assignment	Expected outcome
1	Recent article/report from Economic Times	Critical thinking, Reading & Comprehension	Appreciation and understanding international business
2	Interaction with Bank manager/forex dealer to understand how Indian currency rates are governed and managed.	Practical	Learn and understand basics of forex management.
3	Collect information from secondary sources about 4 foreign companies with operations in India.	Use of secondary data for understanding motives for international business	Understanding advantages and disadvantages/challenges for entering an international market through franchisee mode.

Scheme for Class Assessment: (out of 100) :

Component	Frequency	Marks out of 100
Attendance	Continuous	20
Quiz	Two	10
Case Study (evaluative)	Two	20
Term paper/Sessional Tests/Internal Exams	Two	20
Assignments	Three	30

P.S.:

No class notes will be given (only handouts when deemed necessary will be given), as all the classes will be based on analytical interaction. Students are expected to come prepared in class with their own understanding and notes written by them based on suggested chapter readings.