DR MPS GROUP OF INSTITUIONS 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 Mo. Topic Chapters/ Sections of Textbook/ other reference Assignment/ Task to be students Pedagogical aid Task to be students Lecture of min. 45 minutes duration International Business: Introduction, Definition; scope; Evolution; drivers of globalisation; trends in globalization(real merchandls trade, onnial merchandlis; rade); stages of international globalization; (domestic; international scile trade, onnial merchandlis; global transantionals); Domestic vs. International business and problems of international business and problems of international business and problems of international business and problems of international scile (Comparative cost advantage; Comparative cost advantage; Complementary trade theories: Stopler- Samuelson; Raymond Vernon product life cycle theory Ch2; Ch2 (R1); A Case Text book 1 - case 12 (R1); 10 - 11 Complimentary trade theories: Stopler- Samuelson; Raymond Vernon product life cycle theory Ch2; Ch2 (R1); A Case Study/Simulative exercise - to be given by faculty 12-14 Investment Theories: theory of capital movement; market imperfection theory; Locacion specific advantage theory; internationalisation	Detailed Pla	Detailed Plan for Lectures						
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International trade policies and relations:Introduction; Instruments – tariffs;subsidies; import quotas;Voluntary export restraints; local contentrequirements; administrative policies;International law; Anti-dumping policy;international trade relations.International Institutions: IMF(introduction/history; objectives;	Ch10 (R1) Ch10 (R1)	Local industry examples India vs. China toy industry
requirements; administrative policies; International law; Anti-dumping policy; international trade relations. International Institutions: IMF	Ch10 (R1)	
International Institutions: IMF		
 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.
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.
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)	
Regional integration in U.S.A.: NAFTA – history; objectives; measures; impact in US; impact in Mexico.	Ch12 (R1); Ch9 & 11	
ASEAN – history; AFTA formation; objectives; Indo ASEAN relations		website
SAARC- introduction; objectives; SAPTA-objectives		
Foreign exchange determination: Basic concepts – currency, methods of payment, gold standard, Bertton Woods system of exchange rates;	Ch 8&9; Ch 15 (R1)	ppts
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
International marketing: significance, segmentation of international markets, product life cycle, International human resource management: global recruitment; expatriates; staffing policies- geocentric/polycentric/region-	Ch 21 (R1)	WIPRO & TCS vs. IBM & MICROSOFT
	organization structure; funding objectives; EDI). UNCTAD (historical developments; functions; main activities; basic principles; achievements. WTO: Introduction; GATT; establishment of WTO; the Uruguay round; salient features of UR agreement; GATS-TRIPs- TRMs (overview);India and WTO Regional Economic Integration: introduction; kind/levels of integration; advantages; regional economic integration of Europe (EU) -chronology; objectives; activities; functioning(CAP; CFP; EMU); Euro currency. Regional integration in U.S.A.: NAFTA – history; objectives; measures; impact in US; impact in Mexico. ASEAN – history; AFTA formation; objectives; Indo ASEAN relations SAARC- introduction; objectives; SAPTA-objectives Foreign exchange determination: Basic concepts – currency, methods of payment, gold standard, Bertton Woods system of exchange rates; 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. International marketing: significance, segmentation of international markets, product life cycle, International human resource management: global recruitment;	organization structure; funding objectives; EDI).Image: Constructure; funding objectives; EDI).UNCTAD (historical developments; functions; main activities; basic principles; achievements.Ch 12; Ch7 (R1)WTO: Introduction; GATT; establishment of WTO; the Uruguay round; salient features of UR agreement; GATS-TRIPs- TRMs (overview);India and WTOCh 12; Ch7 (R1)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 12 (R1); Ch9 & 11Regional integration in U.S.A.: NAFTA - history; objectives; measures; impact in US; impact in Mexico.Ch 12 (R1); Ch9 & 11ASEAN - history; AFTA formation; objectives; Indo ASEAN relationsCh 8&9; Ch 15 (R1)SAARC- introduction; objectives; SAPTA-objectivesCh 8&9; Ch 15 (R1)Foreign exchange determination: Basic concepts - currency, methods of payment, gold standard, Bertton Woods system of exchange rates;Ch 8&9; Ch 15 (R1)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, rowertibility of the rupe and its implications.Ch 21 (R1)International marketing: significance, segmentation of international markets, product life cycle,Ch 21 (R1)International human resource management: global recruitment; expatitates; staffing policies- geocentric/polycentric/region-Ch 21 (R1)

40.44				
43-44	Expatriate repatriation; International	Ch 21 (R1)		
	labour relations – trade relation;			
	grievance procedure; working			
	conditions; wage rates; employee			
	conduct; molestation and harassment.			

Details of Assignments Planned: (Sample – actual assignment may differ in number, content and context)

Assignment No.	Details	Nature of Assignment	Expected outcome
110.			
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

<u>P.S.:</u>

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.