

**Name of the Subject:** INTERNATIONAL BUSINESS  
**Course Code and Subject Code:** CC 401, IB  
**Course Credit:** FULL (50 SESSIONS OF 60 MINUTES EACH)

**Course Description**

The course is intended to provide a basic understanding about the finer aspects of international business to the students. It is aimed at making the students realize that International Business is a combination of multiple disciplines brought together in a systematic manner. The integration of General Management, Operations, Financial Management, Marketing Management as well as Human Resources Management in an international perspective is essential to International Business.

**Evaluation pattern:**

Class participation and Attendance	10%
Presentations and Assignments	20%
Mid Term Examination	30%
End Term (University) Examination	40%

**Pedagogy:**

- Lectures
- Case study
- Subject Project
- Assignments

Session	Course Content	Percentile weightage
1-4	Globalization and International Business	25 %
5-14	The Cultural Environments facing business. The Political and Legal Environments facing Business, The Economic Environments facing business. Globalization and Society.	
15-24	International Trade and Factor-Mobility Theory. Government Influence on Trade. Cross-National	20 %

25-30	Cooperation and Agreements. Global Foreign-Exchange Markets. The Determination of Exchange Rates	
31-35	The Strategy of International Business. Export and Import Strategies. Direct Investment and Collaborative Strategies.	20 %
36-42	Marketing Globally. Global Manufacturing and Supply Chain Management. International Accounting Issues. The Multinational Finance Function. Human Resource Management.	25 %
43-45	Country Evaluation and Selection, Emergence of BRIC and Asian Countries	10 %
46-50	Case Study	

**Text Book:**

1. International Business-Environment and Operations by John Daniels, Lee Radebaugh, Daniel Sullivan, and Prashant Salwan, Pearson, Latest Edition

**Reference Books:**

1. International Business by Charles Hill & Arun Jain, Tata McGraw- Hill, New Delhi
2. Global Business by Mike W. Peng, Deepak K. Srivastava, Cengage Learning
3. International Business: Theory & Practice by Ajami, PHI
4. International Business: Test & Cases by P. Subba Rao, Himalaya