

**I. About the course:**

International Business (IB) is generally defined in simple terms, as business activities that involve trade or investment across national boundaries. More often, IB is interpreted in narrow terms, to refer, mainly, to those activities of large corporations/ companies, which are global, or at least regional, in the geographical scope of their activities. In any case, these activities typically relate directly to the movement of goods and services, broadly termed as exports or imports plus support activities, including transport, credit, marketing, payment, legal and insurance services. They may also include activities relating to the intangible assets of the firm, such as trademarks, patents, and the licensing of brand names or products and manufacturing technology. Dealing with these matters makes it imperative to acquire a feel and working knowledge (or what is known in common parlance, as 'hand on experience') of the world's international trade and monetary systems. Apparently, the scope of the Course on IB become much wider and complex in the current context of global market integration, which underscores the need for a deeper understanding of the complexities involved in the global business transactions and the global business environment *per se*. Hence, it is presumed that the course on IB would make the students of Business Management to be much more sensitive to the emerging challenges in the global business environment and their implications for the local business landscape within which they mostly operate. Essentially, the Course aims to help develop a reasonable level of understanding in the vast interdisciplinary field of IB, covering conceptually important topics and furthering analytical skills to comprehend and analyse the complex nature of businesses operating internationally.

**II. Course Objectives:**

- (1) Understand the concepts of International Business and its theoretical foundations
- (2) Explore the diverse environments in which International Business Operate
- (3) Familiarise with the major world economies and their dynamics
- (4) Understand plans and strategies adopted by International Business organizations
- (5) Learn the operational aspects of International business in a Globalized world
- (6) Familiarise with global institutions and regional economic formations/blocks
- (7) Understand International business and Trade in a globalised world
- (8) Explore new emerging businesses models and trends in the internet era (IOT)

**II.1. Course Pedagogy**

The pedagogy for the course would include lectures, group presentations, and individual research assignments. (Soft copies of the articles, textbooks and other reading materials will be given as the course progresses).

### III. Course Contents and Session Plan:

| Session #                   | Session Contents   |
|-----------------------------|--|
| 1                           | Introductory on International Business (IB): What is globalisation? Drivers of globalisation   |
| 2-3                         | Theories of international trade and investment: Why do nations trade? Theories of international trade; Trade barriers and development of world trading system  |
| 4-5                         | Global Business- Cultural Perspectives: Implications of cultural differences on international business; Ethical considerations in international businesses; The influence of culture on global business activities; The role of sub-cultures in Global Business  |
| 6-7                         | Political Economy of International Business: Political, Economic, Legal and Social systems impacting IB across countries; Global Institutions and Policy- the GATT/ WTO and continued debates on Doha Round  |
| 8-10                        | Foreign Direct Investment and Exchange Markets: Understanding foreign direct investments; Determinants of foreign exchange markets; Policies such as government regulation of trade and foreign direct investment, exchange rate regimes, and policies toward regional and global organizations                                  |
| 11                          | Student Group Activity: A discussion on “Performance of FDIs in the Emerging Economies with particular reference to Asia, esp. India and China”  |
| 12                          | Student Group Activity: A discussions on: (a) “What are the various policy instruments that governments use to restrict imports and promote exports?”; (b) “Why do governments intervene in international trade to restrict imports and promote exports?”  |
| <b>Mid Term Examination</b> |  |
| 13-14                       | Market Integration and Global Business Strategies in the Era of Globalisation- Entering Foreign Markets: Which foreign markets? Selecting an entry mode; Defining strategic alliances and collaborative ventures; Multinational strategies and pressures of integration and responsiveness; Organisational structures and change |
| 15-17                       | Leveraging Market Capabilities in the Era of Globalisation: Understanding resources and capabilities; Strategic outsourcing production: Make or Buy; Rising opposition to Globalization across world and possible effects on India and Indian Companies; Ethical Considerations in International Business                        |
| 18-20                       | Changing Facets of International Trade in the context of Bilateral and Multi-lateral Preferential and Free Trade Agreements: Impacts of Regional Trade Agreements on Trade and Economic Growth of Countries in the North and the South; Impact of Regional Trade Blocks on International Business                                |
| 21-26                       | Case Discussions on International Business: The Impacts of Global Business and Investment on Corporate Business Strategies in the Regional Context of Asia, especially, India & China  |
| Cases & Paper Discussions   | New Age Models of International Business in Action and Value Chain: Implications on Management of International Finance/ HR/Logistics/ Marketing/ Operations (Lecture sessions and Student Presentations)  |
| <b>End Term Examination</b> |  |

#### **IV. Learning Outcomes**

- Expose students to the contemporary international business trends, issues and debates;
- Analyse factors affecting the rise/ demise of international business organisations;
- Connect economic theories to actual business / management issues;
- Train students to develop their critical thinking skills and engage into business practices

#### **V. Evaluation Criteria: Out of 100 Marks**

- (a) Mid Term Examination – 30%
- (b) Individual Research Assignment – 10%
- (c) Group Project & Presentation – 10%
- (d) End-term examination – 40%
- (e) Overall Performance\* – 10%

##### **V.1. Note: \* Overall Performance Evaluation will consider the following:**

1. Problem solving: Exercises and application of international business theories and concepts to analyse business cases
2. Teamwork: Discussions during seminars. Group presentations during seminars.
3. Communication: Written communication in coursework and exam and in-class discussions. Verbal communication through presentations.
4. Presentation: Report writing and presenting material in a concise format. Timed group presentations to stress on content, flow and style of presentation.

#### **VI. Coursework Assignments:**

1. Students will be expected to make PowerPoint presentations of the case questions as set out during the course/ sessions. These should be based on rigorous analysis of the case using analytical tools and frameworks introduced over the lectures.
2. The group oral presentation is focused on your choice of case. You should cover all the questions raised in the case study. You should be able to emphasise the key objective in the case; use appropriate frameworks for analysis; and make appropriate decisions on the basis of analysis taken. Please remember to use references for any data used for case analysis.
3. Each team member must participate in the oral presentation. Each team member should contribute equally in preparation and delivery of presentation.

#### **VII. Cases and Paper Discussions:**

1. Mehdi Noori, Omer Tatari (2016): Development of an agent-based model for regional market penetration projections of electric vehicles in the United States, *Energy*, 96 (2016) 215-230,

[https://www.researchgate.net/profile/Mehdi\\_Noori4/publication/289989025\\_Development\\_of\\_an\\_agent-based\\_model\\_for\\_regional\\_market\\_penetration\\_projections\\_of\\_electric\\_vehicles\\_in\\_the\\_United\\_States/links/5693f4d108ae820ff0729a90.pdf](https://www.researchgate.net/profile/Mehdi_Noori4/publication/289989025_Development_of_an_agent-based_model_for_regional_market_penetration_projections_of_electric_vehicles_in_the_United_States/links/5693f4d108ae820ff0729a90.pdf)

2. Divya Chaudhry, Priyanka Tomar and Pallavi Joshi (2018): Deconstructing Indian Overseas Foreign Direct Investments: Historical & Contemporary Trends, Oxfam Discussion Papers, March 2018, Indian Council for Research on International Economic Relations (ICRIER), New Delhi, [http://icrier.org/pdf/Deconstructing\\_Indian\\_Overseas\\_FDI.pdf](http://icrier.org/pdf/Deconstructing_Indian_Overseas_FDI.pdf)
3. Arpita Mukherjee and Avantika Kapoor (2018): Trade Rules in E-commerce: WTO and India, Working Paper No. 354, ICRIER, New Delhi, [http://icrier.org/pdf/Working\\_Paper\\_354.pdf](http://icrier.org/pdf/Working_Paper_354.pdf)

### **VIII. Prescribed Text Book**

Hill, Charles W.L. and Arun Kumar Jain (Eds.) [2016]: *International Business: Competing in the Global Marketplace*, 10th Indian Edition, McGraw-Hill Education (India) Pvt Ltd., ISBN-10: 1-25-909803-6 [copies of the book is available in the Library].

#### **VIII.1. Other Supplementary Readings:**

*Supplementary reading is highly desirable, before beginning the course. Students are advised to read as widely as they can in general business magazines and newspapers. Given the broad spectrum of the course, both academic and business publications are relevant, particularly the more serious, business oriented publications.*

Andersen, Peter; Syed Zamberi Ahmad and Wai Meng Chan (2014): Revisiting The Theories Of Internationalization And Foreign Market Entry Mode: A Critical Review, *International Journal of Business and Commerce*, Vol. 4, No.01: Sep 2014[37-86].  
<http://www.ijbcnet.com/4-1/IJBC-14-4103.pdf>

ASEAN (2018): ASEAN Investment Report, <http://asean.org/storage/2017/11/ASEAN-Investment-Report-2017.pdf>

Cristina Lelis Leal Calegario, Jack E. Houston and Nádia Campos Pereira Bruhn (2015): Foreign Market Entry Strategies in The United States/European Union Agribusiness Trade Context, *International Journal of Food and Agricultural Economics*, Vol. 3 No. 3, Issue, 2015, pp. 47-61.  
<http://www.foodandagriculturejournal.com/vol3.no3.pp47.pdf>

Frankel, J.A. (2000): Globalization of the Economy, NBER Working Paper No. 7858, National Bureau of Economic Research, Cambridge MA, <http://www.nber.org/papers/w7858>

Krugman, P.R. (1980), Scale economies, product differentiation, and the pattern of trade, *The American Economic Review*, 70 (5): 950-959,  
<http://web.econ.ku.dk/Nguyen/teaching/krugman%201980.pdf>

Levitt T. (1983): The Globalization of Markets, Harvard Business Review, May/June 83, <http://www.lapres.net/levit.pdf>; <https://pl-static.z-dn.net/files/d81/6d78823e646f51f64d82f7bb20dbf7db.pdf>

Porter, M.E. (1990) Competitive advantage of nations, New York: Free Press, [http://www.economie.ens.fr/IMG/pdf/porter\\_1990\\_-\\_the\\_competitive\\_advantage\\_of\\_nations.pdf](http://www.economie.ens.fr/IMG/pdf/porter_1990_-_the_competitive_advantage_of_nations.pdf)

Porter, M.E. (2000): Location, Competition, and Economic Development: Local Clusters in a Global Economy, *Economic Development Quarterly*, 14 (1): 15-34  
[home.furb.br/wilhelm/COMPETIV/Porter\\_Cluster3.doc](http://home.furb.br/wilhelm/COMPETIV/Porter_Cluster3.doc)

Parmigiani, A. (2007): Why do firms both make and buy? An investigation of concurrent sourcing, *Strategic Management Journal*, 28(3): 285-311.  
[http://www.business.illinois.edu/josephm/BA549\\_Fall%202014/Session%203/3\\_Parmigiani%20\(2007\).pdf](http://www.business.illinois.edu/josephm/BA549_Fall%202014/Session%203/3_Parmigiani%20(2007).pdf)

United Nations (2017): World Investment Reports, 2017, [http://unctad.org/en/PublicationsLibrary/wir2017\\_en.pdf](http://unctad.org/en/PublicationsLibrary/wir2017_en.pdf)

United Nations (2018): Global Investment Competitiveness Report 2017/2018, <http://pubdocs.worldbank.org/en/240611508856688243/GICR-00-Overview.pdf>

WTO (2017): World Trade Report 2017, [https://www.wto.org/english/res\\_e/booksp\\_e/world\\_trade\\_report17\\_e.pdf](https://www.wto.org/english/res_e/booksp_e/world_trade_report17_e.pdf)

## **VIII.2. List of Journals for Review:**

- (a) Academy of Management Review
- (b) Asia Pacific Journal of Management
- (c) Cross Cultural Management
- (d) Foreign Trade Review
- (e) Global Business Review
- (f) International Business Review
- (g) Journal of Asia Business
- (h) Journal of International Business Studies
- (i) Journal of International Management
- (j) Journal of World Business
- (k) Science, Technology and Society
- (l) South Asian Journal of Business and Management Cases

## **VIII.3. Magazines/ Periodicals/ Dailies**

Business World

Harvard Business Review (Bimonthly General Management Magazine): <https://hbr.org/>

The Wall Street Journal (U.S. business-focused, English-language international daily newspaper based in New York City): <https://www.wsj.com/india>

The Economist (UK based Weekly Magazine): <https://www.economist.com/>  
Business India (India's first & foremost Business Magazine):  
<http://www.businessindiagroup.com/bi-about.aspx>  
The Economic Times (Daily): <https://economictimes.indiatimes.com/>  
Business Standard (Daily): <http://www.business-standard.com/>  
The Financial Express (Daily): <https://www.financialexpress.com/>  
The Hindu Business Line (Daily): <https://www.thehindubusinessline.com/>

#### VIII.4. Useful Websites

World Trade Organisation: <http://www.wto.org>  
International Monetary Fund: <http://www.imf.org>  
The World Bank: <http://www.worldbank.org>  
United Nations Trade & Development: <http://www.unctad.org>  
Macro Economy (World Bank Development Indicators)  
<http://go.worldbank.org/6HAYAHG8H0>  
Trade (UNCTAD Trade Map)  
<http://www.intracen.org/marketanalysis/Default.aspx> --> Trade Map  
Trade Policy (UNCTAD Market Access Map)  
<http://www.intracen.org/marketanalysis/Default.aspx> --> Market Access Map  
FDI (UNCTAD Investment Map)  
<http://www.intracen.org/marketanalysis/Default.aspx> --> Investment Map  
Regional Trading Agreements  
[http://www.wto.org/english/tratop\\_e/region\\_e/region\\_e.htm](http://www.wto.org/english/tratop_e/region_e/region_e.htm) --> RTA database  
<http://www.bilaterals.org/>  
Globalization (Globalization Indices)  
[http://en.wikipedia.org/wiki/Globalization\\_Index\\_%28A.T.\\_Kearney%29](http://en.wikipedia.org/wiki/Globalization_Index_%28A.T._Kearney%29)  
Detailed Country Profiles (CIA World Factbook)  
<https://www.cia.gov/library/publications/the-world-factbook/>  
Quick Facts (BBC Country Profiles)[http://news.bbc.co.uk/2/hi/country\\_profiles/default.stm](http://news.bbc.co.uk/2/hi/country_profiles/default.stm)  
Quick facts & Links (Gloaledge Country Profiles)  
<http://gloaledge.msu.edu/countries/>  
World Bank Ease of Doing Business Site<http://www.doingbusiness.org/EconomyRankings/>  
Culture (Sites on Business Culture)  
<http://www.kwintessential.co.uk/culture-vulture.php>, [www.executiveplanet.com](http://www.executiveplanet.com)  
Country Risk  
[http://www.prgroup.com/ICRG\\_Methodology.aspx](http://www.prgroup.com/ICRG_Methodology.aspx)  
International Journals- Use Pro Quest and Finearticles.com The Economist  
<http://www.economist.com/>  
Wall Street Journal <http://online.wsj.com/public/us>  
Far Eastern Economic Review <http://www.feer.com>  
International Trade Association at <http://www.ita.doc.gov>  
World Fact Book at <http://www.cia.gov/cia/publications/factbook>  
World Bank at <http://www.worldbank.org>  
International Monetary Fund at <http://www.imf.org>  
European Union at <http://www.europa.eu.int>  
World Export-Import Bank of the United States at <http://www.exim.gov>