



<b>Semester: VI</b>				
<b>Course Title: INTERNATIONAL BUSINESS</b>				
<b>Course Code: C3BC230651T</b>			<b>Credits: 4</b>	
<b>Course Type: MAJOR (ELECTIVES)</b>			<b>Marks: 100</b>	
<b>Theory/Practical/Composite: Theory</b>				
<b>Course Overview:</b> To provide an overview of the concept, structure and trends in international business in the context of today's globalized world.				
<b>Course Outcome:</b> After learning this course, the students will be able to:				
1. Define and identify key concepts of international business and its differences from domestic business; list and recognize the roles of major institutions such as BIS, IMF, and World Bank; and name and recall the determinants of participation in global value chains.				
2. Describe the international business environment and globalization; summarize trade theories and exchange rate systems; classify firm internationalization and global value chain participation.				
3. Use and demonstrate the rationale for government intervention; implement and apply its policy instruments; solve and execute intervention strategies in practice; and demonstrate the denationalization of comparative advantage in new-style global competition.				
4. Analyse and examine modes of entry into international business; differentiate and compare theories of FDI and internationalization including Dunning's eclectic paradigm; organize and attribute the role of FDI in firm expansion; and analyse and compare the roles of GATT and WTO in the context of government intervention.				
5. Evaluate and judge the shift toward services and regional integration; argue the impact of exchange rate fluctuations on international business; and justify and support India's integration into global value chains.				
<b>Prerequisites:</b> Fundamentals of Economics and Business Studies.				
<b>SYLLABUS</b>				
<b>Unit with topic name</b>	<b>Content</b>	<b>Number of Classes</b>	<b>CO Mapping</b>	<b>Cognitive Level</b>
<b>Unit 1: Globalization and International Business</b>	<ul style="list-style-type: none"> <li>● International Business – the key concepts in international business and comparison with domestic business, causes of internationalization of firms</li> <li>● Internal and External Environment in International Business – cultural - Hofstede's analysis on national culture, political and legal and commercial, the four major risks of internationalization</li> <li>● Globalization – drivers and dimensions of market globalization</li> <li>● Modes of entry into international business – licensing, franchising and other contractual entry strategies</li> </ul>	<b>10</b>	CO1 CO2 CO4	K1 (REMEMBER) K2 (UNDERSTAND) K4 (ANALYSE)
<b>Unit 2: Theories of International Trade and Investments</b>	<ul style="list-style-type: none"> <li>● Mercantilist theory of international trade, Classical Theories - Theory of Absolute Advantage, Theory of Comparative Advantage, Heckscher–Ohlin theory</li> <li>● Modern theories - Raymond Vernon's</li> </ul>	<b>12</b>	CO2 CO3 CO4 CO5	K2 (UNDERSTAND) K3 (APPLY) K4 (ANALYSE)



	<p>Product Life Cycle Theory, Theory of National Competitive Advantage</p> <ul style="list-style-type: none"> <li>● Denationalization of Comparative Advantage: New- Style Competition among Nations</li> <li>● Shift of Global Value towards Services: Servicification and the Smile Curve</li> <li>● Role of FDI in the process of internationalization of firms – monopolistic advantage theory, internationalization theory and Dunning's eclectic paradigm</li> </ul>			K5 (EVALUATE)
<b>Unit 3: Government Intervention and Regional Integration</b>	<ul style="list-style-type: none"> <li>● Rationale for government intervention</li> <li>● Nature of government intervention – instruments</li> <li>● Role of GATT and WTO – in the context of government intervention</li> <li>● Evolution and advantages of regional integration and economic blocs</li> </ul>	<b>8</b>	CO3 CO4 CO5	K3 (APPLY) K4 (ANALYSE) K5 (EVALUATE)
<b>Unit 4: The International Monetary and Financial System</b>	<ul style="list-style-type: none"> <li>● The modern exchange rate system – emergence and types of exchange rate regimes</li> <li>● Determinants of exchange rates</li> <li>● Impact of exchange rate fluctuations on international business – managing currency risk</li> <li>● Major players in the international monetary and financial system – role of the BIS, IMF and World Bank</li> </ul>	<b>8</b>	CO1 CO2 CO5	K1 (REMEMBER) K2 (UNDERSTAN D) K5 (EVALUATE)
<b>Unit 5: Evolution of Global Value Chains (GVC)</b>	<ul style="list-style-type: none"> <li>● Internationalization of Firms – MNEs, SMEs and the born global firms – internationalization of a firm's value chain</li> <li>● Determinants of participation in the global value chains</li> <li>● India's integration in global value chains</li> </ul>	<b>7</b>	CO1 CO2 CO5	K1 (REMEMBER) K2 (UNDERSTAN D) K5 (EVALUATE)

**Textbooks:**

1. Baldwin, R. (2016). *The great convergence: Information technology and the new globalization*. Harvard University Press. chapters – 1, 2, 3 & 5
2. Cavusgil, S. T., Knight, G. & Reisenberger, J. (2017). *International Business – The New Realities*. Pearson (fourth global edition) – chapters – 1, 2, 5, 7, 8, 9, 10 & 15

**Suggested readings**

1. Charles W.L. Hill and Arun Kumar Jain. (2021) *International Business*. New Delhi: McGraw Hill Education.



2. Buckley, P. J., Enderwick, P., & Voss, H. (Eds.). (2022). <i>International business</i> . Oxford University Press.
3. Krugman, P., Obstfeld, M., & Melitz, M. (2017). <i>International Economics: Theory and Policy</i> , the latest edition.
4. Collinson, S., Narula, R., & Rugman, A. M. (2020). <i>International business</i> . Pearson UK.

**Web Resources**

1. <a href="https://www.dgft.gov.in/CP/?opt=trade-statistics">https://www.dgft.gov.in/CP/?opt=trade-statistics</a>
2. <a href="https://wits.worldbank.org/">https://wits.worldbank.org/</a>
3. <a href="http://internationalecon.com/Trade/Tch40/Tch40.php">http://internationalecon.com/Trade/Tch40/Tch40.php</a>
4. <a href="http://internationalecon.com/Trade/Tch60/Tch60.php">http://internationalecon.com/Trade/Tch60/Tch60.php</a>

**Course outcomes (COs) and Cognitive Level Mapping**

COs	CO Description	Cognitive levels
CO1	Define and identify key concepts of international business and its differences from domestic business; list and recognize the roles of major institutions such as BIS, IMF, and World Bank; and name and recall the determinants of participation in global value chains.	<b>K1 (Remember)</b>
CO2	Describe the international business environment and globalization; summarize trade theories and exchange rate systems; classify firm internationalization and global value chain participation.	<b>K2 (Understand)</b>
CO3	Use and demonstrate the rationale for government intervention; implement and apply its policy instruments; solve and execute intervention strategies in practice; and demonstrate the denationalization of comparative advantage in new-style global competition.	<b>K3 (Apply)</b>
CO4	Analyse and examine modes of entry into international business; differentiate and compare theories of FDI and internationalization including Dunning's eclectic paradigm; organize and attribute the role of FDI in firm expansion; and analyse and compare the roles of GATT and WTO in the context of government intervention.	<b>K4 (Analyse)</b>
CO5	Evaluate and judge the shift toward services and regional integration; argue the impact of exchange rate fluctuations on international business; and justify and support India's integration into global value chains.	<b>K5 (Evaluate)</b>