

GUJARAT TECHNOLOGICAL UNIVERSITY
MASTERS IN TECHNOLOGICAL MANAGEMENT-MTM
DUAL DEGREE PROGRAMME
Semester – X (W.e.f. December 2015)

Subject Name: International Business

Sub Code: 4210104

Course Objective:

The objective of the course is to accustom the students with the international business which would develop their ability to understand strategies and basic of international trade. It also helps student to understand that international business is a combination of multiple disciplines like Human Resource Management, Marketing Management, Export – Import and Operations Management.

Course Contents:

Module No.	Module Content	No. of Sessions	70 Marks (External Evaluation)
1	Globalizing Business: Why Study Global Business? _ Framework, What is Globalization?, Global Business and Globalization at a Cross roads Understanding Politics, Law and Economics: Formal and Informal Institutions, What do institutes Do?, An institution view of Global Business, Two Political Systems, Three Legal Systems	8	13
2	Emphasizing Cultures, Ethics, and Norms : Culture, Classifying Cultural Differences, Ethics, Norms and Ethical Challenges Trading Across Borders : Why do Nations Trade?, Theory of International Trade, Realities of International Trade, Trade Deficit V/S Trade Surplus	8	12
3	Investing Abroad Directly : Understanding the FDI Vocabulary, Why do firms become MNEs by engaging in FDI?, Ownership Advantage, Location Advantage, Internationalization Advantage, Realities of FDI Dealing with Foreign Exchange : Factors behind Foreign Exchange Rates, Evolution of the Monetary System, Strategic Response to	10	15

	Foreign Exchange Movements		
4	Entering Foreign Markets: Where to enter? When to enter? How to enter? Alliances and Acquisitions : Defining Alliances and Acquisition, How institutions and resource affect Alliances and Acquisition, Formation, Evolution and Performance of Alliances, Motives of Merger and Acquisitions Strategy and Structure : Multinationals Strategies and Structures, Multinationals Strategy, Structure, and Learning, The challenge of Managing Learning, Innovation and Knowledge worldwide	10	15
5	Human Resource Management : Staffing, Training and Development Needs, Compensation and Performance Appraisal, Labor Relations Marketing and Supply Chain Management : Three of the four Ps in Marketing, From Distribution Channel to Supply Chain Management Corporate Social Responsibility : A Stakeholder view of the firm, Institutions and Corporate Social Responsibility, Resource and Corporate Social Responsibility	9	15

Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	Mike W. Peng and Deepak K. Srivastava	Global Business	Cengage Learning	Latest
T2	Daniels, Radebaugh, Sullivan and Salwan	International Business – Elements and Operations	Pearson Education	Latest

Reference Book:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	Charles W L Hill and Arun K Jain	International Business : Competing in the Global Marketplace	Tata McGraw Hill – 6 th Edition	Latest
R2	K Aswathappa	International Business	The McGraw Hill	Latest
R3	P. SubbaRao	International Business : Text & Cases	Himalaya	Latest
R4	Onkovist and Shaw	International Marketing: Analysis and Strategy	Pearson Education	Latest

R5	O P Agarwal	International Business	Himalaya	Latest
R6	Hyun Sooklee, R K Srivastava	Internal Business : Country Culture and Corporate Culture	Excel	Latest

Teaching Method:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions
- Audio – visual Material
- Assignments and Presentations

Evaluation:

A	Projects/Assignments/Quiz/Class participation	Weightage (50%) (Internal Assessment)
B	Mid – Semester Examination	Weightage (30%) (Internal Assessment)
C	End-Semester Examination (Min. 30% Theory and Mon. 70% Practical)	Weightage (70%) (External Assessment)

Session Plan: The course duration is of 45 sessions of 1 hour each i.e. 45 hours.

Sr. No.	Topics	No. of Sessions
1	Globalizing Business, Why Study Global Business? _ Framework, What is Globalization?, Global Business and Globalization at a Cross roads	1 - 4
2	Understanding Politics, Law and Economics: Formal and Informal Institutions, What do institutes Do?, An institution view of Global Business, Two Political Systems, Three Legal Systems	5 - 8
3	Emphasizing Cultures, Ethics, and Norms : Culture, Classifying Cultural Differences, Ethics, Norms and Ethical Challenges	9 - 12
4	Trading Across Borders : Why do Nations Trade?, Theory of International Trade, Realities of International Trade, Trade Deficit V/S Trade Surplus	13 - 16
5	Investing Abroad Directly : Understanding the FDI Vocabulary, Why do firms become MNEs by engaging in FDI?, Ownership Advantage,	17 - 21

	Location Advantage, Internationalization Advantage, Realities of FDI	
6	Dealing with Foreign Exchange : Factors behind Foreign Exchange Rates, Evolution of the Monetary System, Strategic Response to Foreign Exchange Movements	22 - 26
7	Entering Foreign Markets: Where to enter? When to enter? How to enter?	27 - 31
8	Alliances and Acquisitions : Defining Alliances and Acquisition, How institutions and resource affect Alliances and Acquisition, Formation, Evolution and Performance of Alliances, Motives of Merger and Acquisitions Strategy and Structure : Multinationals Strategies and Structures, Multinationals Strategy, Structure, and Learning, The challenge of Managing Learning, Innovation and Knowledge worldwide	32 - 36
9	Human Resource Management : Staffing, Training and Development Needs, Compensation and Performance Appraisal, Labor Relations	37 - 39
10	Marketing and Supply Chain Management : Three of the four Ps in Marketing, From Distribution Channel to Supply Chain Management	40 - 42
11	Corporate Social Responsibility : A Stakeholder view of the firm, Institutions and Corporate Social Responsibility, Resource and Corporate Social Responsibility	43 - 45