

MB302: International Business

Course Objectives:

- To understand the business compulsions and complexities of multi-cultural, multi-location, multi-national organizations.
- Students would gain an understanding of the theories in international business.
- They would gain a broad knowledge and understanding of the structure, systems and functioning of different regional economic groups and the world trade organization

Unit - I: Global Imperative:

An Overview–International Business: A global perspective, Emergence of Globalization, Drivers of Globalization, Stages in International Business, Approaches to International Business; The World of International Business: Regional and Global Strategy, The Multinational Enterprise, Environment of International Business-Cultural Environment and Political Environment.

Unit - II: Global Business & National Regulation:

Rationale for Government Intervention, Forms of Trade Regulation at National Level, Tariff and Non-Tariff Barriers. Regional Economic Integration: Levels of Economic Integration–Benefits & Costs of Economic Integration–Major Trading Blocks: EU, NAFTA, ASEAN, SAARC, MERCOSUR and BRICS, Multilateral Regulation of Trade and Investment–Basic Principles of Multilateral Trade Negotiations, GATT and its Early Rounds, World Trade Organization–Structure and Functions, , WTO & India, TRIPs & TRIMs ,UNCTAD.

Unit - III: Global Business and Entry Strategies:

Global Market Entry Strategies: Exporting, Licensing, Franchising, Contract Manufacturing, Assembly and Integrated Local manufacturing. Global Ownership Strategies: Strategic Alliance– Types of Strategic Alliances–Selection of Strategic Alliance Partner, Managing and Sustaining Strategic Alliance, Cost and Benefit Analysis of Entry Strategies, Entry Analysis and Entry Strategy Configuration.

Unit - IV: Global E-Business:

Conceptual Framework of E-business ,E-Business Technology and Environment, Prerequisites for Effective E-business Transactions, E-Business Applications ,E-Business Models, Alternative E-business Strategies , E-Marketing.

Unit- V: Managing Global Business:

Strategy and Global Organization, Global Strategic Planning, Going Global and Implementing Strategies, International Human Resources Management in Global Context, Intercultural Communications.

Suggested Books

1. Charles W.K Hill, and Arun K. K. Jain, "International Business, - Competing in the Global Market Place", 2010, 6th Edition.
2. Michael R. Czinkota, LLk. A. Ronkainen and Michael H. Moffett, "International Business", 2009, 7th Edition.
3. Cengage Learning, New Delhi.
4. Alain Verbeke, "International Business Strategies" 1st edition, 2009, Cambridge
5. Rakesh Mohanh Joshi, "International Business", 2009, Oxford University Press.

Course Outcomes:

- Students would be able to draw a framework for evolving suitable international business strategies.