

Name of Institute: Indus Institute of Management Studies (IIMS)
Name of Faculty: Dr. Arnaz Wadia

Course code: BB0601

Course name: Introduction to International Business

Prerequisites: HSC

Credit points: 3 Credits

Offered Semester: BBA SEM 6

Course Lecturer (weeks 01 - 12)

Full name: Dr.Arnaz wadia

Department with siting location: Management

Telephone: 8849141910

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Consultation times: 2:00 PM to 4:00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

By participating in and understanding all facets of this Course a student will:

The objective of the course is to familiarize the students with the concepts, importance and dynamics of international business and India's involvement with global business. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.

Course Outcomes (CO)

- The ability to create value and execute deals that others might overlook.
- The strategic skill and competencies needed for success.
- The ability to avoid common mistakes made by sales professionals and negotiators.
- The ability to work with people whose backgrounds, expectations, and values differ from your own.
- The capacity to reflect and learn from your experience.
- Development of understanding about importance of sales in the business world

Programme Outcomes:

PO1: Enhance Conceptual clarity & domain knowledge

PO2: Develop Awareness of Business Environment

PO3: Build Effective oral & written communication skills

PO4: Prepare Original thinkers and creative problem solvers

PO5: Comprehend Ethical and Social Responsibility

PO6: Develop Ability for team building & effective human development

Course Outline

Course Content:

Unit-I

International Business: Meaning, Nature and Importance. Types of International Business, International Business Approaches

Unit-II

International Business Environment : Globalization - Forces, Meaning, Dimensions and Stages in Globalization - Introduction to theory of Absolute Differences in Costs by Adam Smith, Ricardian Theory of Comparative Costs. Role of International Business in Economic Development.

Unit-III

International Business - Decision: Modes of Entry, Marketing Mix, Factors Affecting Decision For International Business, Tariff and Non-tariff barriers - Trade Blocks. Business entrepreneurship across borders, Role of International Institutions like IMF & World bank in International Business.

Unit-IV

Global Marketing: Critical decisions points in critical marketing, standardized or customized products, Global sourcing & distribution, Global production & supply chain management.

Method of delivery

Face to face lectures, Self Study Material, Active Learning Techniques, Case Studies, Audio-Visuals.

Study time

3 hours per week

CO-PO Mapping (PO: Program Outcomes)

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	-	3	2	2	1
CO2	3	2	2	2	3	3
CO3	2	3	-	3	2	3
CO4	2	3	2	3	3	2
CO5	2	3	1	2	2	2
CO6	2	-	3	2	1	2

Blooms Taxonomy and Knowledge retention (For reference)
 (Blooms taxonomy has been given for reference)

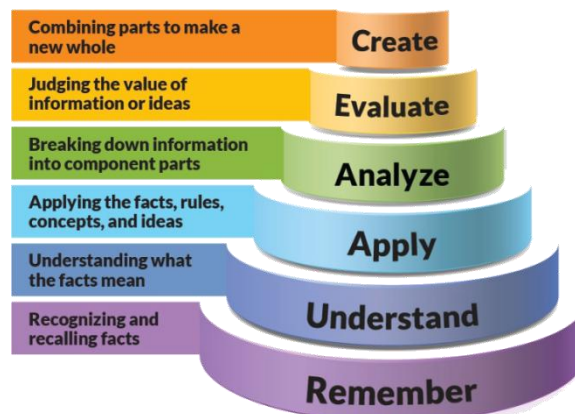


Figure 1: Blooms Taxonomy

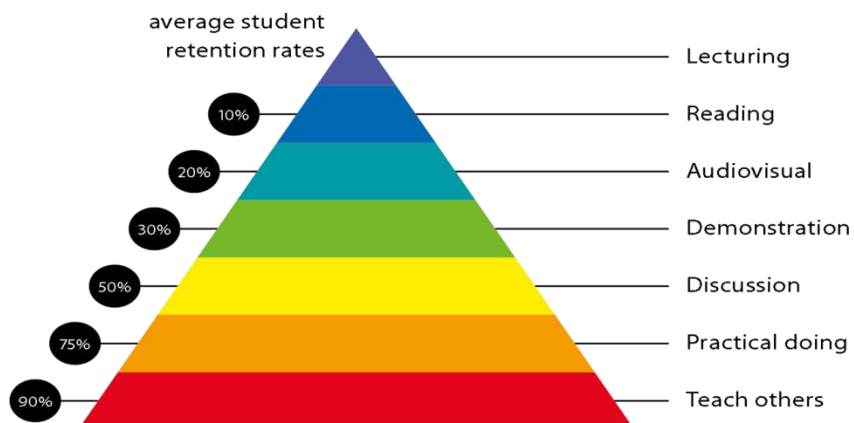


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Graduate Capabilities
Informed Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.	1 Professional knowledge, grounding & awareness
Independent learners Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.	2 Information literacy, gathering & processing
Problem solvers Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.	4 Problem solving skills
Effective communicators Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognize how culture can shape communication.	5 Written communication
	6 Oral communication
	7 Teamwork
Responsible Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.	10 Sustainability, societal & environmental impact

Practical work:

1. Assignment-1: Case Study
2. Assignment-2: Case Study

3. Assignment-3:Presentation
4. Assignment-4:Quiz

Lecture/tutorial times

(Give lecture times in the format below)

Example:

Lecture	Mon	12:20 -01:20	Classroom
Lecture	Thurs	02:00- 03:00	Classroom
Lecture	Fri	11:10-12:10	Classroom

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

- Krishna K. Havaldar, Vasant M. Cavale Sales & Distribution Management Tata McGrawHill Latest Edition
- Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni Sales Management : Decisions, Strategies & Cases Pearson Latest Edition
- Johnson F.M., Kurtz D.L., Scheuing E.E. Sales Management: Concepts, Practice, and Cases Tata McGrawHill Latest Edition

Additional Material

David Jobber, Geoffrey Lancaster Selling & Sales Management Pearson Latest Edition
 Tanner, Honeycutt, Erffmeyer Sales Management Pearson Latest Edition
 Mark W. Johnston, Greg W. Marshall Sales Force Management Tata McGrawHill Latest Edition
 William L. Cron, Thomas E. DeCarlo Sales Management Wiley Latest Edition
 Dr. S. L. Gupta Sales & Distribution Management Excel Latest Edition

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Example:		
Quiz 1	5% (week 4)	Objective (1-3)
Quiz II	5% (week 8)	Objective (1-4)
Mid semester	30% (due week 10)	Objectives (2-5)
Final exam (closed book)	60%	Objectives (1-5)

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule (subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	International Business: Meaning, Nature and Importance.	CO1	Lecture
Weeks 2	Types of International Business, International Business Approaches	CO1	Audio-Visual
Week 3	International Business Environment : Globalization - Forces, Meaning,	CO1 & CO2	<i>Audio-Visual</i>
Week 4	Dimensions and Stages in Globalization - Introduction to theory of Absolute Differences in Costs by Adam Smith,	CO3	Lecture
Week 5	Ricardian Theory of Comparative Costs. Role of International Business in Economic Development.	CO3	Lecture
Week 6	International Business - Decision: Modes of Entry, Marketing Mix	CO3	<i>Case Study</i>
Week 7	Factors Affecting Decision For International Business, Tariff and Non-tariff barriers - Trade Blocks.	CO4	Case Study
Week 8	Business entrepreneurship across borders,	CO5	Audio-Visual
Week 9	Role of International Institutions like IMF & World bank in International Business.	CO3 & CO4	<i>Audio-Visual</i>
Week 10	Market logistics and supply chain management: Definition & scope of logistics	CO5	Lecture
Week 11	Components of logistics, inventory & warehouse	CO5	Lecture

		management, transportation		
Week 12	Global Marketing: Critical decisions points in critical marketing		C05	Case Study
Week 13	standardized or customized products		C06	Lecture
Week 14	Global sourcing & distribution		C06	Lecture
Week 15	Global production & supply chain management.		C06	Lecture