



Lesson Plan: International Business Management (MBA)

Program: MBA **Semester:** III **Course Code:** KMBN IBO1 **Course Name:** INTERNATIONAL BUSINESS MANAGEMENT

Course Objectives

- a. To give the student an exposure to the dynamic environment of International Business
- b. To understand the impact of environment on the International Business Operations of the firm
- c. To explain the functions and form of the global monetary system
- d. To explain the role of International organizations and Regional Trade

Session Duration: 60 minutes

Participants: MBA IIISEM

Entry level knowledge and skills of students

- i. Basic Knowledge about International Business
- ii. Conceptual Knowledge of Marketing & Economics

Equipment required in Classroom/ Laboratory/ Workshop

- i. LCD/Projector
- ii. Whiteboard/ Black Marker

Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20
2(b)(i)	Presentation	7
2(b)(ii)	GD	5
2(b)(iii)	Assignment based on Question Bank	3
2(b)(iv)	Attendance	5



Course Outcomes

(CO1): To get an overview of the key issues and concepts of International Business.

(CO2): Understand how and why the world's countries differ.

(CO3): Understand the monetary framework in which international business transactions are conducted.

(CO4): Understand the role of International Organizations and Regional Trade blocks.

(CO5): Implement the decisions for international operations in a superior manner.

S.No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
1	Meaning, Nature and scope of IBM	Meaning of International Business and Management, Nature & Scope of IBM		Improved Lecture	CO1		
2	Driving and Restraining Forces of IBM	Factors affecting IBM including driving & restraining forces		Improved Lecture	CO1		
3	Modes of entry of firms	Different forms of entry to firms in International market i.e., exporting, joint venture, green field and brown field projects		Improved Lecture	CO1		
4	Globalization	Meaning of globalization and its forces		Improved Lecture	CO1		
5	Globalization	Stages and dimensions of globalization; concept of MNCs and features of MNCs		Improved Lecture	CO1		



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6	International Business Environment	Meaning of Business environment; Nature of Business Environment; Components of Business environment		Improved Lecture	CO1		
7	International Business Environment	Economic environment; social and cultural environment; political, legal, natural & technological environment		Improved Lecture	CO1		
8	International Business Environment	Role of IBM in business market and its implications		Improved lecture	CO1		
9	UNIT II						
10	International Trade theories	Introduction & absolute advantage theory		Improved Lecture	CO2		
11	International Trade theories	Comparative cost theory & factor endowment theory		Improved Lecture	CO2		
12	International Trade theories	International Product life cycles theory		Improved Lecture	CO2		
13	International Trade theories	Significance and comparisons of different trade theories		Improved Lecture	CO2		
14	International Investment Theories	Theory of capital movements		Improved Lecture	CO2		



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15	International Investment Theories	Market Imperfections theory & its relevance in International Business		Improved Lecture	CO2		
16	International Investment Theories	Internationalization Theory & its significance on International market		Improved Lecture	CO2		
17	International Investment Theories	Location specific advantage theory		Improved lecture	CO2		
18	International Investment Theories	Eclectic Theory Free Trade		Improved lecture	CO2		
19	International Investment Theories	Advantages and Disadvantages of Trade theories		Improved lecture	CO2		
20	Forms of Protection	Quantitative & Qualitative trade barriers: An introduction		Improved Lecture & GD	CO4		
21	Forms of Protection	Concept of Tariif, subsidies and import quota		Improved lecture	CO4		
22	Forms of Protection	Voluntary Export Restraints & Administrative policy		Improved lecture	CO4		
23	Anti-Dumping policy	Introduction of Anti-Dumping & its significance		Improved Lecture & GD	CO4		
UNIT III							
24	International Marketing	Concept, nature and significance of		Improved Lecture & GD	CO3		



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		International marketing					
25	International Marketing	Various orientations of International marketing & International segmentation		Improved Lecture & GD	CO3		
26	International Marketing	Concept of product life cycle & various strategies to be used in different phases of PLC		Improved Lecture & Group discussion	CO3		
27	International HRM	Concept, Nature & Importance of HRM		Improved Lecture	CO4		
28	International HRM	Concept of IHRM & various International staffing approaches		Improved Lecture & Group Discussion	CO4		
29	International HRM	Concept of Expatriates and expatriates management		Improved Lecture & Group Discussion	CO4		
30	International HRM	Concept of Labour relations & importance of International Labour Relations		Improved Lecture & Group Discussion	CO4		
31	International HRM	Case Study of Maruti Suzuki International Labour relations		Case study and Group Discussion	CO4		
UNIT 4							
32	Foreign exchange	Basic concept and		Improved	CO5		



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	determination system	impact of currency appreciation and depreciation on imports and exports		Lecture & Group Discussion			
33	Foreign exchange determination system	Various types of exchange rate system & factors affecting exchange rates		Improved Lecture	CO5		
UNIT 5							
34	International Institutions	WTO its objectives and functions		Improved lecture	CO4		
35	International Institutions	IMF & IBRD Functions and role in IB		Improved lecture & Group Discussion	CO4		
36	International Institutions	UNCTAD & Regional economic integration: Introduction & levels of economic integration		Improved lecture & Group Discussion	CO4		
37	International Institutions	Objectives and functions of EU & function of NAFTA		Improved Lecture	CO4		
38	International Institutions	ASEAN and SAARC		Improved Lecture	CO4		
39	International Institutions	BRICS: its objectives and functions		Improved Lecture & Group Discussion	CO4		
REVISION							
	Presentation						
	Presentation						
	GD						



Question Bank
Question Bank
Question Bank
Revision of all
Units

Text Books:

1. Aswathappa- International Business, McGraw-Hill
2. Charles W L Hill & G Thomas M Hult- International Business

Reference Books:

1. 1.Joshi, R M : International Business, OUP
2. Cherunilam, F - International Trade and Export Management, Himalaya
3. Daniels - International Business (Pearson).

Journals and Magzines:

1. **(Prasad, 2012) Case Study: Labour unrest at Manesar Plant of Maruti Suzuki in 2012, A Perspective.**

Electronic Database:

1. <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>
2. <https://www.geektonight.com/international-business-management-pdf/>