Course Outline
Xavier School of Human Resource Management- 2019-2021
Course: International Business

Credits	3
Faculty name	Prof. S. P. Das
Program	XAHR
Academic Year and Term	2019-21 Term-IV

1. Course: International Business Overview

Whether by design or by compelling market forces, businesses today are increasingly becoming part of the world economy. Both for survival and growth corporations are force to develop business and corporate strategies to get their share from the world market. These changes in the focus of the corporations make it imperative for every responsible entrepreneur- manager to understand the dynamics of International Business.

The dynamic changes affecting the economic, political and social climate in many countries represent a new challenge to business. Western Europe has dismantled the internal barriers to form a unified region with a single currency and a vast market made up of 500 million consumers. The former Soviet Union has spawned 18 new countries. Eastern Europe and Russia have acknowledged the failure of centrally managed economics and have adapted free market economic structures and privatization. Indeed, the world has changed profoundly over the past decade. Some perceive these dynamic shifts as problem areas, but these changes also provide some rare opportunities that never existed before. Higher economic growth among emerging economics, coupled with stagnant economic growth in Europe and Japan in the past decade, has shifted the balance of and direction in investments. Since the 1950s, growth in international investments has been substantially larger than the growth in the U. S. economy. Large multinational companies derive more than half of their revenues and profits from international operations.

As international companies venture into foreign markets, these companies will need managers and other personnel who understand and are exposed to the concepts and practices that govern international companies. Therefore, the study of international business may be essential to work in a global environment.

2. Student Learning Outcomes:

- Be able to understand some of the *key concepts* and *general practices* in International Business, especially from a *Strategic management perspective.*
- Be able to explore multiple ideas from leading scholars and analyze several cases around the world in order to examine and understand the strategic issues that govern International Business.
- Be able to develop an insight drawn from the complexities of global business which will help not only the managers in international operations but also those engaged in domestics businesses.
- Be able to assist the participants to benchmark their understanding to their global competitors and apply their understanding & learning in real business situation.

3. Required Text Books and Reading Material:

BOOKS	**AUTHORS**
International Business, A Strategic Management Approach	Alan M. Rugman, Richard M. Hodgetts, McGraw-Hill, Inc.
Global & Transnational Business, Strategy & Management	Stonehouse, Hamil, Campbell, & Purdie, Jhon Wiley & Sons, Ltd.
The Oxford Handbook of International Business	Eds. Alan Rugman & Thomas L. Brewer
Basics of International Business	James P.Neelankavil and Anoop Rai, Segment Books
International Business – Concept, Environment & Strategy	Vyuptakesh Sharan, Pearson Education
International Business	Oded Shenkar & Yadong Luo, Jhon Wiely & Sons. Inc.

4. Evaluation:

Quizzes	-	*20%*
Mid-Term	-	*30%*
End-Term	-	*30%*
Assignment	-	*20%*

5. Academic Integrity:

Academic dishonesty in any form will lead to initiation of disciplinary actions which depends on the gravity of the offence.

6. Tentative Session Plan:

Contents	***Focus***	***No. of Sessions***	***Methodology***
➢ Concepts & Overviews of International Business	Evolution of IB	2	Lecture & Discussion
➢ Modes of International Business	Practice	2	Lecture & Discussion
➢ Theories of International Trades	Theoretical Framework	2	Lecture & Discussion
➢ Nature of Multinational Enterprises	Structure & System	2	Lecture & Discussion
➢ Framework of foreign Direct Investment (FDI)	FDI Flow	2	Case Analysis
➢ National Regulation & International Business	Regulatory Framework	2	Case

➢ Regional Economic Integration	Global Integration	1	Lecture & Case
➢ Political & Legal Environment	Scope of Environment	1	Lecture & Discussion
➢ Economic Environment	Economic Analysis	1	Lecture & Discussion
➢ Socio-cultural Environment	Socio cultured Difference	1	Case Analysis
➢ Strategy for International Business	Practice & Strategy	2	Lecture & Case
➢ Host Country Heterogeneity & IB Strategy	Regulation & global strategy	2	Lecture

******ALL THE BEST******