



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

International Business (BBAMJ-603)

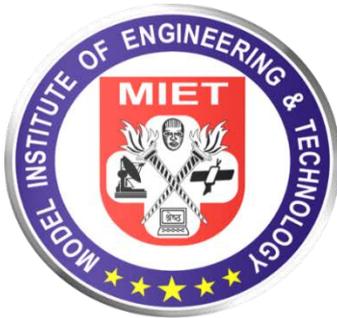
BBA - 6th SEMESTER

ACADEMIC YEAR (2024-25)

Dr Mansi Gupta

Sr. Asst. Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
BBAMJ - 603	International Business	Major	4	4	0	0	40	60	100

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Describe the basic concepts of international business.
CO2	Articulate the comprehensive understanding of the international business environment.
CO3	Analyze the mechanism of international trade.
CO4	Comprehend international financial markets and manage foreign exchange.
CO5	Develop global strategic management and marketing strategies.

Section-A

Unit I: Introduction to International Business: Definition & Scope of International Business; Differences between Domestic and International Business; Drivers of International Business; Modes of entry into the international market. **(09 Hrs)**

Unit II: International Business Environment: Meaning of International Business Environment; Political Environment – Types & Indicators of Political instability; Legal issues in international business; Cultural Environment; Economic Environment; Technological Environment & Natural Environment. **(10 Hrs)**

Unit III: International Trade: Theories of international trade; International Trade Policy Components; Export-import documents; WTO; Benefits of Regional Economic Integration; Multinational Corporations (MNCs). **(09 Hrs)**

Section B

Unit IV: International Investment and Finance: Foreign Direct Investment (FDI): Types, Benefits and Entry methods; Foreign Exchange Market (forex) – functions; Determinants of foreign exchange rate; International payment methods; Balance of Payment & Balance of Trade. **(10 Hrs)**

Unit V: Global Strategic Management: Global Strategic Management; International Marketing Strategies; EPRG Orientation; Global brands: Standardisation - Localisation Approach; Emerging Trends in International Business; Contemporary Issues in International Business. **(10 Hrs)**



Textbooks

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	International Business	Justin Paul	PHI Learning Pvt. Ltd.	6th (2015)
2	International Business	Sonia Gupta	Mc Graw Hill	1st (2015)

Reference Books

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	International Business	Francis Cherunilam	PHI Learning Pvt. Ltd	6th (2020)

COURSE PLAN

COURSE PLAN		
Unit-I		
S.No	Topics	Recommended Books / Links
1	Definition & Scope of International Business	Book 2, Ch1
2	Differences between Domestic and International Business	Book 2, Ch1
3	Drivers of International Business	Book 2, Ch1
4	Modes of entry into the international market	Book 2, Ch1
Unit-II		
5	Meaning of International Business Environment	Book 2, Ch2
6	Political Environment – Types & Indicators of Political instability	Book 2, Ch2
7	Legal issues in international business	Book 2, Ch2
8	Cultural Environment;	Book 2, Ch3
9	Economic Environment;	Book 2, Ch2
10	Technological Environment	Book 2, Ch2
11	Natural Environment.	Book 2, Ch2
Unit-III		
12	Theories of international trade	Book 1, Ch 10
13	International Trade Policy Components	Book 1, Ch 11
14	Export-import documents	Book 1, Ch 26
15	WTO	Book 1, Ch 2
16	Benefits of Regional Economic Integration;	Book 2, Ch11
17	Multinational Corporations (MNCs).	Book 2, Ch8
Unit-IV		



18	Foreign Direct Investment (FDI)	Book 1, Ch13
19	Types, Benefits and Entry methods	Book 2, Ch6
20	Foreign Exchange Market (forex) – functions;	Book 1, Ch17
21	Determinants of foreign exchange rate;	Book 1, Ch17
22	International payment methods	Ref Book, Ch16
23	Balance of Payment & Balance of Trade.	Book 2, Ch19
Unit-V		
24	Global Strategic Management;	Book 1, Ch 21
25	International Marketing Strategies	Book 1, Ch 24
26	EPRG Orientation	https://karnavatiuniversity.edu.in/eprg-framework/ https://collegehive.in/docs/4th_sem/site/GB/Unit-1%20Introduction%20to%20Global%20Business/1.q%20EP RG%20Approaches%20to%20International%20Business.html
27	Global brands: Standardisation- Localisation Approach	Book 2, Ch26 https://veracontent.com/mix/global-marketing-standardization/
28	Emerging Trends in International Business	Book 2, Ch30
29	Contemporary Issues in International Business.	Ref Book, Ch26

ADDITIONAL WEB RESOURCES

1	Coursera: Fundamentals of International Business https://www.coursera.org/learn/fundamentals-of-international-business
2	HBPE Course Pack: International Business https://hbsp.harvard.edu/coursepacks/1261892

GRADING AND ASSESSMENT

- **Sessional Test 1 & 2:** 20 marks each
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 marks



COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Wednesday (03:15 PM – 04:00 PM)
- **Contact Information**
mansi.mba@mietjammu.in