



Kot Bhalwal, Jammu



Model Institute of Engineering  
& Technology (Autonomous)  
**Lesson Plan**

## Department of BBA

### Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	International Business
2.	Course Code	BBAMJ-603
3.	Academic Year	2024-2025
4.	Semester	6 <sup>th</sup>
5.	Number of Lesson plans	40
6.	Faculty Assigned	Dr. Mansi Gupta

Faculty Signature



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



<b>Lesson Plan No. 1.0</b>	<b>Course Name: Social Innovation &amp; Entrepreneurship</b> <b>Topic: First-day Introduction</b>	<b>Course No.: BBAMJ-603</b>
<b>Objectives</b>	At the end of the lesson, the student shall be able to: a. Know about the faculty b. Understand the basics of the course c. Get acquainted with the rules to be followed in the class d. Recognize the importance of the course	
<b>Teaching Aids (if any)</b>	a. Power Point Presentation	
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ul style="list-style-type: none"><li>• Greet the class warmly and introduce yourself. Share your background, qualifications, and teaching philosophy to establish rapport.</li><li>• Briefly explain the course's focus, including what students will learn and how it connects to their future careers.</li><li>• Outline the teaching methodology, including lectures, discussions, assignments, and exams, and emphasize the interactive nature of the course.</li></ul></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>A. Getting to Know Each Other (10 Minutes)<ol style="list-style-type: none"><li>a. Conduct a quick round of introductions where students share their name, background, and one expectation from the course.</li><li>b. Use icebreaker activities such as asking students to pair up and introduce each other to the group.</li></ol></li><li>B. About the Course (10 Minutes)<ol style="list-style-type: none"><li>a. Explain the course objectives in detail using the syllabus and/or slides.</li><li>b. Discuss the evaluation criteria, including assignments, quizzes, participation, and exams.</li><li>c. Outline the classroom rules (e.g., attendance policy, participation expectations, deadlines).</li></ol></li><li>C. Importance of the Course (10 Minutes)<ol style="list-style-type: none"><li>a. Explain why understanding international business is critical for success in any organization.</li><li>b. Share real-world examples.</li><li>c. Link the course to career aspirations, such as Prepares students for roles in multinational corporations, export-import businesses, and global consultancy firms.</li></ol></li></ol></li></ol>	



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<b>Closure</b>	<ul style="list-style-type: none"><li>Recap the day's key points: what the course covers, why it's important, and classroom expectations.</li><li>Discuss the relevance of the course in the broader context of business and management. (5 minutes)</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>Encourage students to reflect on the handout.</li></ul>
<b>Evaluation</b>	<p>Quick Q&amp;A about the basics of management. (5 minutes)</p> <ul style="list-style-type: none"><li>Would you like to work for a multinational company in the future</li><li>Do you follow global business news?</li></ul> <p>Collect feedback through a quick poll (e.g., raise hands if they think management is important).</p>



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<b>Lesson Plan No. 1.2</b>	<b>Course Name: International Business</b> <b>Topic: Differences between Domestic and International Business</b>	<b>Course No.: BBAMJ-603)</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Differentiate between Domestic and International Business. B. Identify key factors that make International Business more complex than Domestic Business. C. Analyze real-world examples of businesses operating domestically and internationally.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ol style="list-style-type: none"><li>1. Ask: "What are some businesses that only operate in your country? What about those that operate globally?"</li><li>2. Introduce the concept of Domestic vs. International Business with examples.</li></ol></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>A. Definition &amp; Basic Differences (10 minutes)<ol style="list-style-type: none"><li>a. Domestic Business: Operations are confined within one country. Example: A local clothing brand.</li><li>b. International Business: Operations extend across multiple countries. Example: Nike or McDonald's.</li></ol></li><li>B. Challenges in International Business (10 minutes)<ul style="list-style-type: none"><li>• Legal and Political Barriers – Different regulations in different countries.</li><li>• Economic Factors – Exchange rates, inflation, and economic stability affect business.</li><li>• Cultural Differences – Language, customs, and consumer behavior vary worldwide.</li><li>• Logistics &amp; Supply Chain Issues – Managing transportation, tariffs, and trade restrictions.</li></ul></li><li>C. Case Studies &amp; Examples (10 minutes)  Domestic Business Example: A local bakery that sells only within one country.  International Business Example: Starbucks expanding into new</li></ol></li></ol>



	<p>markets and adapting its menu.</p> <table border="1"><thead><tr><th>Aspect</th><th>Domestic Business</th><th>International Business</th></tr></thead><tbody><tr><td>Geographical Scope</td><td>Operates within one country</td><td>Operates in multiple countries</td></tr><tr><td>Market Size</td><td>Limited to domestic demand</td><td>Global market potential</td></tr><tr><td>Regulations &amp; Laws</td><td>Subject to local laws</td><td>Must comply with multiple legal systems</td></tr><tr><td>Currency</td><td>Uses local currency</td><td>Deals with foreign exchange &amp; multiple currencies</td></tr><tr><td>Cultural Influence</td><td>Uniform within a country</td><td>Varies significantly across regions</td></tr><tr><td>Competition</td><td>Competes with local firms</td><td>Faces global competition</td></tr></tbody></table> <p>3. Class Activity (5 minutes)</p> <p>1. Think – Pair-Share</p> <p>Pair Discussion: Each pair selects a company and discusses whether it operates domestically or internationally.</p> <p>Quick Sharing: A few pairs share their findings with the class.</p>	Aspect	Domestic Business	International Business	Geographical Scope	Operates within one country	Operates in multiple countries	Market Size	Limited to domestic demand	Global market potential	Regulations & Laws	Subject to local laws	Must comply with multiple legal systems	Currency	Uses local currency	Deals with foreign exchange & multiple currencies	Cultural Influence	Uniform within a country	Varies significantly across regions	Competition	Competes with local firms	Faces global competition
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<b>Closure</b>	<ul style="list-style-type: none"><li>Summarize key differences between Domestic and International Business.</li><li>Ask: "If you were starting a business, would you keep it domestic or expand internationally? Why?" (5 minutes)</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>Find a company that successfully expanded internationally and explain two key challenges it faced.</li></ul>																					
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ul style="list-style-type: none"><li>Name two key differences between Domestic and International Business.</li><li>Why is cultural adaptation important for International Business?</li><li>Give an example of a company that operates internationally.</li></ul> <p>(5 minutes)</p>																					



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<b>Lesson Plan No. 1.3</b>	<b>Course Name: International Business Topic: Drivers of International Business</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Explain the key drivers that influence businesses to expand internationally. B. Identify how globalization impacts international business expansion. C. Analyze real-world examples of companies influenced by these drivers.
<b>Teaching Aids (if any)</b>	b. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li>1. Introduction (05 minutes):       <ol style="list-style-type: none"> <li>1. Icebreaker Question: "Why do companies like Apple, Coca-Cola, or Toyota operate in multiple countries?"</li> <li>2. Briefly introduce the concept of International Business drivers and their significance.</li> </ol> </li>   <li>2. Development (30 minutes)       <ol style="list-style-type: none"> <li>A. Key Drivers of International Business (15 minutes)           <ol style="list-style-type: none"> <li>a. Market Expansion &amp; Growth Potential               <ol style="list-style-type: none"> <li>i. Companies seek new markets for increased revenue and customer base.</li> <li>ii. Example: Netflix expanding to emerging markets like India.</li> </ol> </li> <li>b. Cost Efficiency &amp; Labor Advantages               <ol style="list-style-type: none"> <li>i. Lower production costs, cheap labor, and raw materials abroad.</li> <li>ii. Example: Apple manufacturing in China due to cost advantages.</li> </ol> </li> <li>c. Technology &amp; Digital Transformation               <ol style="list-style-type: none"> <li>i. E-commerce, digital payments, and global supply chains enable cross-border trade.</li> <li>ii. Example: Amazon selling globally via online platforms.</li> </ol> </li> <li>d. Trade Liberalization &amp; Government Policies               <ol style="list-style-type: none"> <li>i. Free trade agreements, reduced tariffs, and investment-friendly policies.</li> <li>ii. Example: Companies benefiting from NAFTA/USMCA, ASEAN trade pacts.</li> </ol> </li> <li>e. Competitive Pressure &amp; Global Branding               <ol style="list-style-type: none"> <li>i. Companies expand to stay competitive and increase</li> </ol> </li> </ol> </li> </ol> </li> </ol>



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	<p>brand recognition.</p> <p>ii. Example: McDonald's entering new markets to compete with local fast-food brands.</p> <p>f. Access to Resources &amp; Innovation</p> <p>i. Companies enter foreign markets for raw materials, talent, and R&amp;D.</p> <p>ii. Example: Tesla setting up factories in multiple countries for local production.</p> <p>B. Impact of Globalization on International Business (10 minutes)</p> <p>a. How globalization accelerates business expansion.</p> <p>b. Case studies of multinational companies benefiting from globalization.</p> <p>C. Challenges Despite Growth Opportunities (5 minutes)</p> <p>a. Economic fluctuations, political risks, and cultural barriers.</p> <p>b. Companies that failed due to poor international strategies (e.g., Walmart in Germany).</p> <p>3. Class Activity (5 minutes)</p> <p>1. Group Discussion: "Think of a company that expanded internationally. What do you think was its main driver?"</p> <p>2. Students discuss in small groups and share their insights.</p>
<b>Closure</b>	<ul style="list-style-type: none"><li>Recap the key drivers of International Business.</li><li>Ask: "If you started a company, which driver would most influence your decision to expand globally?" (5 minutes)</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>Research a company that expanded internationally and explain which driver influenced its decision.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ul style="list-style-type: none"><li>Name three key drivers of International Business.</li><li>Why does cost efficiency play a major role in global expansion?</li><li>How does globalization support international business growth? (5 minutes)</li></ul>



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<b>Lesson Plan No. 1.4, 1.5</b>	<b>Course Name: International Business Topic: Modes of entry into the international market</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Explain the different modes of entry into international markets. B. Compare the advantages and disadvantages of each mode. C. Identify real-world examples of companies using different market entry strategies.
<b>Teaching Aids (if any)</b>	c. Power Point Presentation
<b>Teaching Development</b>	1. Introduction (05 minutes): 1. Icebreaker Question: "If you owned a successful business in your country, how would you expand into another country?" 2. Briefly introduce the concept of modes of entry and why choosing the right strategy is crucial for success.  2. Development (30 minutes)  A. Key Modes of Entry (20 minutes) a. Exporting (Direct & Indirect) i. Selling goods/services from the home country to a foreign market. ii. Example: Indian textile firms exporting to Europe. iii. <input checked="" type="checkbox"/> Low investment, easy entry   <input checked="" type="checkbox"/> Limited control, high transportation costs. b. Licensing & Franchising i. Licensing: Granting rights to use intellectual property (e.g., patents, trademarks). ii. Franchising: Allowing a foreign entity to use brand/business model. iii. Example: McDonald's franchises worldwide. iv. <input checked="" type="checkbox"/> Faster expansion, low risk   <input checked="" type="checkbox"/> Loss of control, potential brand dilution. c. Joint Ventures & Strategic Alliances i. Partnering with a local company to share resources and expertise. ii. Example: Starbucks' joint venture with Tata in India. iii. <input checked="" type="checkbox"/> Access to local knowledge, risk-sharing   <input checked="" type="checkbox"/> Potential conflicts, profit sharing. d. Foreign Direct Investment (FDI) – Subsidiaries & Mergers i. Setting up a subsidiary or acquiring a foreign



	<p>company.</p> <ol style="list-style-type: none"><li>ii. Example: Tata Motors acquiring Jaguar-Land Rover.</li><li>iii. <input checked="" type="checkbox"/> Full control, long-term presence   <input checked="" type="checkbox"/> High investment, political risks.</li></ol> <p>e. Turnkey Projects &amp; Contract Manufacturing</p> <ol style="list-style-type: none"><li>i. Companies build infrastructure and hand it over to foreign firms.</li><li>ii. Example: Construction firms setting up factories abroad.</li><li>iii. <input checked="" type="checkbox"/> Quick profits, low operational risk   <input checked="" type="checkbox"/> No long-term presence, dependency on contracts.</li></ol> <p>B. Choosing the Right Mode (10 minutes)</p> <ol style="list-style-type: none"><li>a. Factors influencing choice:<ol style="list-style-type: none"><li>i. Market potential, risk tolerance, cost, control, regulations.</li></ol></li><li>b. Case studies of successful and failed market entry strategies.</li></ol> <p>3. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>1. Group Discussion: Each group picks a company and suggests the best mode of entry for expanding into a new country.</li><li>2. Quick Sharing: Groups present their choices with reasons.</li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Summarize the different market entry modes and their pros/cons.</li><li>• Ask: "Which entry mode would you choose if you were expanding a startup globally?" (5 minutes)</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>• Identify a company that used a specific entry mode and discuss its success or failure.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ul style="list-style-type: none"><li>• Name two low-investment entry modes and two high-investment ones.</li><li>• Why do companies choose franchising over direct investment?</li><li>• Give an example of a company using a joint venture strategy. (5 minutes)</li></ul>



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<b>Lesson Plan No. 2.1</b>	<b>Course Name: International Business Topic: Meaning of International Business Environment</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Define the International Business Environment. B. Identify the key components that influence International Business. C. Explain how businesses adapt to different environmental factors in global markets.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ol style="list-style-type: none"><li>1. Icebreaker Question: "What challenges do companies face when operating in different countries?"</li><li>2. Introduce the concept of the International Business Environment as the external factors that influence global business operations.</li></ol></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>A. Definition of International Business Environment (10 minutes)<ol style="list-style-type: none"><li>a. Definition: The sum of external forces (economic, political, cultural, technological, etc.) that affect business operations in global markets.</li><li>b. Example: How political instability in one country affects multinational companies operating there.</li></ol></li><li>B. Key Components of the International Business Environment (15 minutes)<ol style="list-style-type: none"><li>a. Economic Environment – Exchange rates, inflation, market conditions.</li><li>b. Political &amp; Legal Environment – Government regulations, trade policies, political stability.</li><li>c. Cultural &amp; Social Environment – Language, customs, consumer behavior, work ethics.</li><li>d. Technological Environment – Digitalization, automation, e-commerce trends.</li><li>e. Natural &amp; Environmental Factors – Climate, natural resources, sustainability concerns.</li></ol></li><li>C. Impact on Businesses (5 minutes)<ol style="list-style-type: none"><li>a. How businesses adapt to changing environments.</li><li>b. Case studies of companies successfully adapting to international business environments (e.g., McDonald's menu</li></ol></li></ol></li></ol>



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	<p>adaptation in different countries).</p> <p>3. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>1. Discussion: "Pick a global brand and identify how one of these environmental factors might affect it in a different country."</li><li>2. Quick sharing of insights.</li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Recap the key components of the International Business Environment.</li><li>• Ask: "Why is it important for businesses to study international environments before expanding?" (5 minutes)</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>• Choose a multinational company and analyze how one component of the International Business Environment has influenced its success or challenges.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ul style="list-style-type: none"><li>• What is the International Business Environment?</li><li>• Name three key components that affect International Business.</li><li>• How does culture influence global business strategies? (5 minutes)</li></ul>



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<b>Lesson Plan No. 2.2</b>	<b>Course Name: International Business</b> <b>Topic: Political Environment</b> <b>– Types &amp; Indicators of Political instability</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Explain the role of the political environment in International Business. B. Identify different types of political instability that affect businesses. C. Recognize key indicators of political instability and their impact on global trade and investment.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	1. Introduction (05 minutes): 1. Icebreaker Question: "How do you think government policies and political instability affect multinational businesses?" 2. Introduce the Political Environment as government policies, laws, and stability that influence business operations in a country. 3. Mention examples of political instability affecting businesses (e.g., trade sanctions, war, leadership changes). 2. Development (30 minutes)  A. Understanding the Political Environment (10 minutes) a. Definition: The political environment consists of government actions, policies, and stability that impact business operations. b. Importance: Businesses must assess political risks before entering a foreign market. c. Example: How China's policies affect foreign businesses operating in the country. B. Types of Political Instability (10 minutes) a. Government Changes & Policy Shifts – New leadership may introduce new trade regulations. b. Civil Unrest & Social Movements – Protests, strikes, and riots disrupt business operations. c. Corruption & Weak Legal Systems – Bribery, lack of law enforcement create business risks. d. Terrorism & Armed Conflicts – War zones and terrorist activities deter foreign investments. e. Trade Wars & Sanctions – Restrictions between countries impact global trade (e.g., U.S.-China trade war). C. Indicators of Political Instability (10 minutes)



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	<ol style="list-style-type: none"><li>a. Frequent Changes in Government – High turnover in leadership affects policy consistency.</li><li>b. Civil Disruptions &amp; Protests – Regular strikes or demonstrations signal instability.</li><li>c. Weak Rule of Law &amp; Corruption – High corruption index discourages investment.</li><li>d. Declining Foreign Investment – Reduced FDI indicates businesses losing confidence.</li><li>e. Military or Political Conflicts – Wars, border disputes, and geopolitical tensions disrupt economies.</li></ol> <p>3. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>1. Case Study Discussion: "Choose a country that has faced political instability. How did it affect businesses operating there?"</li><li>2. Students discuss in pairs and share key points.</li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Summarize the importance of the political environment in International Business.</li><li>• Ask: "How can multinational companies prepare for political risks when entering a new market?"(5 minutes)</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>• Select a multinational company and analyze how it has been affected by political instability in a specific country.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"><li>1. What is the political environment in International Business?</li><li>2. Name two types of political instability that affect businesses.</li><li>3. What are two indicators that show a country is politically unstable? (5 minutes)</li></ol>



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<b>Lesson Plan No. 2.3</b>	<b>Course Name: International Business</b> <b>Topic: Legal issues in international business</b>	<b>Course No.: BBAMJ-603</b>
<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Explain the role of legal systems in International Business. B. Identify key legal issues that businesses face when operating globally. C. Analyze real-world examples of legal challenges in International Business.	
<b>Teaching Aids (if any)</b>	a. Power Point Presentation	
<b>Teaching Development</b>	1. Introduction (05 minutes): 1. Icebreaker Question: "What legal challenges do you think businesses face when operating in different countries?" 2. Introduce the Legal Environment as the framework of laws, regulations, and enforcement mechanisms that impact international trade and business operations. 3. Provide a real-world example, such as Apple vs. Samsung patent lawsuits in different countries.  2. Development (30 minutes)  A. Understanding the Legal Environment (10 minutes) a. Definition: The legal environment refers to the laws and regulations governing business transactions in a country or across borders. b. Types of Legal Systems: c. Common Law (e.g., USA, UK) – Based on precedent and judicial decisions. d. Civil Law (e.g., France, Germany) – Based on codified laws and statutes. e. Religious Law (e.g., Saudi Arabia, Iran) – Based on religious principles (e.g., Sharia law). f. Mixed Systems – A combination of the above legal frameworks. B. Key Legal Issues in International Business (15 minutes) a. Contract Laws & Dispute Resolution i. Differences in contract enforcement across countries. ii. Example: Arbitration in international business disputes (e.g., The WTO dispute resolution system). b. Intellectual Property Rights (IPR) & Patents i. Protecting trademarks, copyrights, and patents. ii. Example: Counterfeit products in China affecting global brands.	



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	<ul style="list-style-type: none"><li>c. Trade Regulations &amp; Compliance<ul style="list-style-type: none"><li>i. Import/export restrictions, tariffs, and trade agreements.</li><li>ii. Example: The impact of Brexit on UK-EU trade.</li></ul></li><li>d. Employment &amp; Labor Laws<ul style="list-style-type: none"><li>i. Hiring, wages, working conditions differ by country.</li><li>ii. Example: Child labor restrictions in global supply chains.</li></ul></li><li>e. Taxation &amp; Anti-Corruption Laws<ul style="list-style-type: none"><li>i. Different tax laws affect business profitability.</li><li>ii. Example: Google and Apple facing tax evasion claims in Europe.</li></ul></li><li>f. Environmental &amp; Sustainability Regulations<ul style="list-style-type: none"><li>i. Green laws and corporate social responsibility (CSR) requirements.</li><li>ii. Example: Carbon tax laws affecting global manufacturing firms.</li></ul></li></ul> <p>C. How Companies Manage Legal Risks (5 minutes)</p> <ul style="list-style-type: none"><li>a. Hiring legal experts and compliance officers.</li><li>b. Entering joint ventures or partnerships with local firms.</li><li>c. Using arbitration and international courts for dispute resolution.</li></ul> <p>3. Class Activity (5 minutes)</p> <ul style="list-style-type: none"><li>1. Case Study Discussion: "Pick a multinational company and discuss one legal issue it has faced in an international market."</li><li>2. Students present their findings briefly.</li></ul>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Recap the importance of understanding legal issues in International Business.</li><li>• Ask: "What legal factor do you think is the most challenging for businesses operating globally?"(5 minutes)</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>• Identify a legal dispute involving an international company and summarize its impact on the business.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ul style="list-style-type: none"><li>1. Name two different legal systems used globally.</li><li>2. What are intellectual property rights, and why are they important?</li><li>3. Give an example of a legal issue in international business. (5 minutes)</li></ul>



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<b>Lesson Plan No. 2.4</b>	<b>Course Name: International Business Topic: Economic Environment</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Define the economic environment and explain its impact on international business. B. Identify the key factors that shape the economic environment of a country. C. Analyze the effects of economic conditions on business operations and strategies in international markets.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li>1. Introduction (05 minutes):       <ol style="list-style-type: none"> <li>1. Icebreaker Question: "How do you think the economic conditions in a country affect the success of foreign businesses operating there?"</li> <li>2. Introduce the Economic Environment as the conditions that affect the flow of goods, services, and capital across borders, including economic systems, policies, and performance.</li> <li>3. Provide examples of how businesses are affected by the economic environment (e.g., the global financial crisis impacting international trade).</li> </ol> </li> <li>2. Development (30 minutes)       <ol style="list-style-type: none"> <li>A. Understanding the Economic Environment (10 minutes)           <ol style="list-style-type: none"> <li>a. Definition: The economic environment refers to the factors related to the economy of a country or region that impact business activities, including the economic system, government policies, inflation, interest rates, and economic growth.</li> <li>b. Importance in International Business:</li> <li>c. Impacts market demand, pricing strategies, and profitability.</li> <li>d. Example: The impact of high inflation in Argentina on the pricing strategy of multinational companies.</li> </ol> </li> <li>B. Key Factors in the Economic Environment (15 minutes)           <ol style="list-style-type: none"> <li>a. Economic Systems               <ol style="list-style-type: none"> <li>i. Capitalist Economy – Market-driven economy (e.g., USA, UK).</li> <li>ii. Socialist Economy – Government-controlled economy (e.g., China, Cuba).</li> <li>iii. Mixed Economy – Combination of market and government control (e.g., India).</li> </ol> </li> <li>b. Economic Indicators</li> </ol> </li> </ol> </li> </ol>



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	<ul style="list-style-type: none"> <li>i. Gross Domestic Product (GDP) – Measure of a country's economic output.</li> <li>ii. Inflation Rate – Affects purchasing power and costs.</li> <li>iii. Unemployment Rate – Indicates labor market conditions.</li> <li>iv. Interest Rates – Affects borrowing and investment.</li> </ul> <p>c. Exchange Rates &amp; Currency Fluctuations</p> <ul style="list-style-type: none"> <li>i. Influence on pricing, international sales, and profitability.</li> <li>ii. Example: The effect of the Euro-to-USD exchange rate on European exports to the U.S.</li> </ul> <p>d. Economic Growth &amp; Development</p> <ul style="list-style-type: none"> <li>i. The level of economic development (developed vs. developing countries) impacts business opportunities.</li> <li>ii. Example: Global companies expanding into emerging markets with high growth potential, such as India and Brazil.</li> </ul> <p>e. Government Economic Policies</p> <ul style="list-style-type: none"> <li>i. Fiscal policies (taxation, government spending) and monetary policies (control of money supply, interest rates) affect business conditions.</li> <li>ii. Example: China's government policies to encourage foreign investment.</li> </ul> <p>C. Economic Environment and Business Strategies (5 minutes)</p> <ul style="list-style-type: none"> <li>a. How companies adapt to economic conditions in foreign markets.</li> <li>b. Case studies of companies changing their business strategies based on economic environments (e.g., Walmart adjusting pricing in response to economic conditions in different countries).</li> </ul> <p>3. Class Activity (5 minutes)</p> <ul style="list-style-type: none"> <li>1. Discussion: "Consider a country experiencing a recession. How would an international company adjust its business strategy in that market?"</li> <li>2. Students brainstorm and share ideas with the class.</li> </ul>
<b>Closure</b>	<ul style="list-style-type: none"> <li>• Summarize the key economic factors influencing international business.</li> <li>• Ask: "Why is it essential for businesses to monitor the economic environment in countries they operate in?"</li> </ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"> <li>• Select an emerging market and analyze its economic conditions and how foreign businesses are responding to those conditions.</li> </ul>
<b>Evaluation</b>	Quick quiz or verbal Q&A session:



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	<ol style="list-style-type: none"><li>4. What is the economic environment in international business?</li><li>5. Name two economic indicators and explain their impact on business.</li><li>6. How do exchange rates affect international business transactions? (5 minutes)</li></ol>
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<b>Lesson Plan No. 2.5</b>	<b>Course Name: International Business</b> <b>Topic: Technological Environment</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Define the technological environment and its role in international business. B. Identify key technological factors influencing global business operations. C. Analyze how technological advancements and challenges affect international business strategies.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ol style="list-style-type: none"><li>1. Icebreaker Question: "How do you think technology impacts the way businesses operate across borders?"</li><li>2. Introduce the Technological Environment as the set of technological innovations, developments, and infrastructure that impact business operations globally.</li><li>3. Mention examples of technological advancements affecting international businesses (e.g., e-commerce, digital marketing, automation in manufacturing).</li></ol></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>A. Understanding the Technological Environment (10 minutes)<ol style="list-style-type: none"><li>a. Definition: The technological environment refers to innovations, inventions, and technological advances that shape how businesses operate, produce goods, and communicate in the global marketplace.</li><li>b. Importance in International Business:<ol style="list-style-type: none"><li>i. Improves efficiency, reduces costs, and opens new markets.</li><li>ii. Example: Amazon's use of advanced logistics and cloud computing to scale operations globally.</li></ol></li></ol></li><li>B. Key Factors in the Technological Environment (15 minutes)<ol style="list-style-type: none"><li>a. Innovation &amp; Research and Development (R&amp;D)<ol style="list-style-type: none"><li>i. Companies invest in innovation to stay competitive in international markets.</li><li>ii. Example: Apple's investment in R&amp;D to introduce new products globally.</li></ol></li><li>b. Digital Transformation &amp; Automation<ol style="list-style-type: none"><li>i. Advances in automation, robotics, and AI in manufacturing and supply chains.</li></ol></li></ol></li></ol></li></ol>



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	<ul style="list-style-type: none"><li>ii. Example: How Tesla uses automation in its car manufacturing to scale production.</li><li>c. E-Commerce &amp; Digital Platforms<ul style="list-style-type: none"><li>i. Growth of online shopping, digital payment systems, and global online platforms.</li><li>ii. Example: How Alibaba connects international buyers and sellers through e-commerce.</li></ul></li><li>d. Telecommunication &amp; Connectivity<ul style="list-style-type: none"><li>i. Advances in communication technologies like the internet, mobile phones, and cloud computing that enhance global business interactions.</li><li>ii. Example: Video conferencing tools like Zoom enabling international collaboration.</li></ul></li><li>e. Cybersecurity &amp; Data Privacy<ul style="list-style-type: none"><li>i. Managing data protection regulations and securing online transactions in global markets.</li><li>ii. Example: How GDPR in the EU affects businesses handling customer data across borders.</li></ul></li><li>f. Intellectual Property (IP) and Technology Transfer<ul style="list-style-type: none"><li>i. Protecting technological innovations through patents, trademarks, and copyrights.</li><li>ii. Example: The challenges of IP theft and technology transfer when entering developing markets.</li></ul></li></ul> <p>C. Impact of Technological Changes on International Business (5 minutes)</p> <ul style="list-style-type: none"><li>a. How technological advancements open up new market opportunities (e.g., mobile banking in developing countries).</li><li>b. How businesses adapt their strategies to leverage technological change (e.g., shifting to e-commerce during the COVID-19 pandemic).</li></ul> <p>3. Class Activity (5 minutes)</p> <ul style="list-style-type: none"><li>1. Group Activity: "Pick a global brand and discuss how it has leveraged technology to expand into international markets."</li><li>2. Students will share their observations with the class.</li></ul>
<p><b>Closure</b></p>	<ul style="list-style-type: none"><li>• Summarize the technological factors influencing global business strategies.</li><li>• Ask: "How do you think emerging technologies like AI and blockchain will shape international business in the future?"</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>• Analyze the impact of a specific technological advancement on international business. Choose a company that has benefited from this advancement and explain how.</li></ul>



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**Evaluation**

Quick quiz or verbal Q&A session:

7. What is the technological environment in international business?
8. How does e-commerce affect global business operations?
9. Name one technological factor that businesses need to consider when expanding internationally. (5 minutes)



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<b>Lesson Plan No. 2.6</b>	<b>Course Name: International Business</b> <b>Topic: Natural Environment</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Define the natural environment and explain its role in international business. B. Identify key environmental factors influencing business practices globally. C. Analyze how natural resource availability, environmental regulations, and sustainability impact business operations in international markets.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ol style="list-style-type: none"><li>1. Icebreaker Question: "How do you think natural resources and environmental concerns affect international businesses?"</li><li>2. Introduce the Natural Environment as the physical surroundings, including natural resources, climate, and environmental conditions, which impact global business operations.</li><li>3. Provide examples of businesses affected by the natural environment (e.g., oil extraction in the Middle East, agriculture in regions affected by climate change).</li></ol></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>1. Understanding the Natural Environment (10 minutes)<ol style="list-style-type: none"><li>1. Definition: The natural environment refers to the Earth's physical surroundings, including climate, natural resources, and environmental conditions, which influence business decisions and operations.</li><li>2. Importance in International Business:<ol style="list-style-type: none"><li>1. Availability and accessibility of natural resources impact industries like manufacturing, agriculture, and energy.</li><li>2. Example: The availability of oil in the Middle East and its impact on the global energy sector.</li></ol></li></ol></li><li>2. Key Factors in the Natural Environment (15 minutes)<ol style="list-style-type: none"><li>1. Natural Resources<ol style="list-style-type: none"><li>1. Availability of key resources like minerals, energy, water, and arable land.</li><li>2. Example: The impact of resource scarcity, like water shortages in regions such as the Middle</li></ol></li></ol></li></ol></li></ol>



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	<p>East and Africa.</p> <ol style="list-style-type: none"><li>2. Climate &amp; Weather Conditions<ol style="list-style-type: none"><li>1. How climate affects industries like agriculture, tourism, and construction.</li><li>2. Example: The effect of hurricanes in the Caribbean on businesses and tourism in affected areas.</li></ol></li><li>3. Environmental Regulations &amp; Sustainability<ol style="list-style-type: none"><li>1. Laws and policies related to environmental protection, pollution control, and sustainable development.</li><li>2. Example: EU's Green Deal and how it affects businesses in terms of carbon emissions and sustainability efforts.</li><li>3. Companies need to comply with local regulations and global sustainability standards to operate effectively.</li></ol></li><li>4. Natural Disasters &amp; Risk Management<ol style="list-style-type: none"><li>1. The impact of natural disasters like earthquakes, floods, and droughts on global supply chains and business operations.</li><li>2. Example: The 2011 Japanese earthquake disrupting supply chains of car manufacturers worldwide.</li></ol></li><li>5. Biodiversity &amp; Environmental Ethics<ol style="list-style-type: none"><li>1. Companies focusing on protecting biodiversity, reducing their carbon footprint, and adopting green technologies.</li><li>2. Example: Companies like Patagonia that emphasize environmental sustainability in their supply chains and products.</li></ol></li></ol> <p>3. Managing Environmental Challenges in International Business (5 minutes)</p> <ol style="list-style-type: none"><li>1. How companies adapt to natural environmental factors, such as altering sourcing strategies based on resource availability.</li><li>2. Case study of a company shifting its operations due to environmental regulations or resource constraints.</li></ol> <p>4. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>1. Group Discussion: "Pick a business sector (e.g., agriculture, energy, tourism) and discuss how the natural environment influences its operations in international markets."</li><li>2. Students will share their findings and ideas with the class.</li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Summarize how the natural environment impacts global business strategies and decision-making.</li><li>• Ask: "What environmental factors do you think will be the most</li></ul>



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	<p>critical for businesses in the next decade?"</p> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>• Choose a company that has faced challenges or opportunities due to natural environmental factors. Explain how the company has responded to these challenges or leveraged the opportunities.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"><li>1. What are the key factors in the natural environment that impact international business?</li><li>2. How do natural resources affect business operations?</li><li>3. Give an example of a company adapting its business strategy based on environmental concerns. (5 minutes)</li></ol>



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Lesson Plan No. 2.7	Course Name: International Business Topic: Cultural Environment.	Course No.: BBAMJ-603
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Define the cultural environment and explain its significance in international business. B. Identify key cultural factors influencing business practices and consumer behavior globally. C. Analyze how cultural differences impact communication, negotiation, and business strategies in international markets.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ol style="list-style-type: none"><li>1. "Have you ever experienced cultural differences when interacting with someone from another country? How did it affect communication?"</li><li>2. Introduction to Cultural Environment: The Cultural Environment consists of the beliefs, values, customs, and social behaviors of a society that influence business practices.</li><li>3. Provide examples of businesses affected by the cultural environment (McDonald's adapting its menu to suit local tastes (e.g., McPaneer Burger in India, Teriyaki Burger in Japan).</li></ol></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>1. Understanding the Cultural Environment (10 minutes)<ol style="list-style-type: none"><li>1. <b>Definition of Cultural Environment:</b> The <b>cultural environment</b> refers to the <b>shared beliefs, customs, values, and traditions</b> of a society that shape human behavior and influence business decisions.</li><li>2. <b>Importance of Cultural Environment in International Business:</b><ol style="list-style-type: none"><li>1. <b>Affects marketing, management, and negotiation styles.</b></li><li>2. <b>Companies need to adapt to cultural differences</b> to succeed in foreign markets.</li></ol></li><li>3. <b>Example:</b> Pepsi's marketing failure in China – Their slogan "Pepsi Brings You Back to Life" was mistranslated as "Pepsi Brings Your Ancestors Back from the Dead."</li></ol></li><li>2. Key Factors in the Cultural Environment (15 minutes)<ol style="list-style-type: none"><li>1. Language and Communication</li></ol></li></ol></li></ol>



	<ol style="list-style-type: none"><li>1. 2. Language barriers affect business interactions.</li><li>2. Verbal vs. non-verbal communication (gestures, eye contact, body language, personal space).</li><li>3. Example:</li><li>4. In Japan, silence in conversations can signify respect, while in Western cultures, silence may feel awkward.</li></ol> <ol style="list-style-type: none"><li>2. Religion and Ethics<ol style="list-style-type: none"><li>1. Religious beliefs influence work schedules, holidays, and business ethics.</li><li>2. Example:</li><li>3. Businesses in Muslim-majority countries adjust operations during Ramadan to accommodate fasting hours.</li><li>4. Alcohol advertising is restricted in Islamic countries due to religious beliefs.</li></ol></li></ol> <ol style="list-style-type: none"><li>3. Social Norms &amp; Values<ol style="list-style-type: none"><li>1. Cultural attitudes toward hierarchy, gender roles, and individualism vs. collectivism impact workplaces.</li><li>2. Example:</li><li>3. In the U.S., decision-making is decentralized, while in Japan, businesses prefer consensus-based decision-making.</li></ol></li></ol> <ol style="list-style-type: none"><li>4. Hofstede's Cultural Dimensions Theory<ol style="list-style-type: none"><li>1. Geert Hofstede identified six cultural dimensions that influence business practices:</li><li>2. Power Distance: Degree to which people accept hierarchical authority.</li><li>3. Example: China has high power distance, meaning strict hierarchy in business, whereas Sweden has low power distance, meaning more equality.</li><li>4. Individualism vs. Collectivism: Focus on individual vs. group achievements.</li><li>5. Example: The U.S. is highly individualistic, while Japan is collectivist.</li><li>6. Uncertainty Avoidance: Comfort level with risk and uncertainty.</li><li>7. Example: Germany has high uncertainty avoidance, meaning businesses prefer strict rules.</li><li>8. Masculinity vs. Femininity: Degree to which a culture values competition vs. cooperation.</li><li>9. Long-Term vs. Short-Term Orientation: Focus</li></ol></li></ol>
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	<p>on future planning vs. immediate results.</p> <p>10. Indulgence vs. Restraint: How much societies allow free gratification of desires.</p> <p>5. Business Etiquette and Negotiation Styles</p> <ol style="list-style-type: none"><li>1. Business customs vary across cultures:</li><li>2. Punctuality: In Germany, being late is considered rude, while in Latin America, meetings often start late.</li><li>3. Negotiation styles:</li><li>4. Americans prefer direct communication, while Japanese businesses use indirect, polite language.</li><li>5. Gift-giving in business: In Japan, gifts symbolize respect, while in the U.S., business gifts are less common.</li></ol> <p>3. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>1. Group Discussion: Scenario: Your company is expanding into Japan, Brazil, and Saudi Arabia.<ol style="list-style-type: none"><li>1. Question: How would you modify your business strategy to fit each cultural environment?</li><li>2. Students will discuss differences in communication, marketing, and leadership styles and present their ideas.</li></ol></li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Summarize how the The cultural environment influences how businesses communicate, market, and operate internationally.</li><li>• Ask: "Why do you think cultural intelligence is important for international business leaders?"</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>• Choose a multinational company and analyze how it has adapted to cultural differences in at least two countries.</li><li>• Discuss marketing, communication, and management strategies.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"><li>1. Give an example of a cultural misinterpretation in marketing.</li><li>2. Explain how religion can impact business operations.</li><li>3. Why is understanding non-verbal communication important in international business? Give an example of a company adapting its business strategy based on environmental concerns. (5 minutes)</li></ol>



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<b>Lesson Plan No. 3.1</b>	<b>Course Name: International Business</b> <b>Topic: Theories of international trade</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Define and explain the key theories of international trade. B. Identify the economic principles behind different trade theories. C. Analyze how these theories influence global trade policies and business strategies.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	A. Introduction (05 minutes): a. Icebreaker Question: "Why do you think countries engage in trade with each other instead of producing everything themselves?" b. Introduce International Trade Theories as the various models that explain why countries trade, how they benefit, and how trade patterns emerge globally. c. Provide a brief historical context—how international trade theories evolved over time, starting from mercantilism to modern theories.  B. Development (30 minutes) a. Understanding the Theories of International Trade (10 minutes) i. Definition of International Trade Theories: Theories that explain the reasons behind the exchange of goods and services across national borders and the benefits derived from it. ii. Importance in International Business: iii. Trade theories influence national policies, economic strategies, and international agreements. iv. Example: How World Trade Organization (WTO) policies are shaped by international trade theories. b. Key Theories of International Trade (15 minutes) i. Mercantilism (16th-18th Century) 1. Emphasizes the role of government in regulating trade to accumulate wealth, mainly through exports. 2. Key Idea: Nations should export more than they import to build up reserves of gold and silver. 3. Criticism: Promotes protectionism, which can lead to trade conflicts.



	<ul style="list-style-type: none"><li>4. Example: Colonial powers implementing mercantilist policies in their colonies.</li><li>ii. Absolute Advantage (Adam Smith)<ul style="list-style-type: none"><li>1. A country has an absolute advantage in producing a good if it can produce it more efficiently than other countries.</li><li>2. Key Idea: Countries should specialize in the goods they can produce most efficiently and trade for the rest.</li><li>3. Example: The UK having an absolute advantage in producing textiles compared to other nations.</li></ul></li><li>iii. Comparative Advantage (David Ricardo)<ul style="list-style-type: none"><li>1. Even if one country does not have an absolute advantage in producing any good, it can still benefit from trade by specializing in the good it can produce with the least opportunity cost.</li><li>2. Key Idea: Countries should specialize in the goods where they have a comparative advantage and trade for others.</li><li>3. Example: Portugal and England both benefit by specializing in wine and cloth, respectively, and trading with each other.</li></ul></li><li>iv. Heckscher-Ohlin Theory<ul style="list-style-type: none"><li>1. Suggests that countries export goods that use their abundant factors of production (e.g., labor, land, capital) more intensively, and import goods that require factors in which they are relatively scarce.</li><li>2. Key Idea: A country with abundant labor will export labor-intensive goods and import capital-intensive goods.</li><li>3. Example: The U.S. exports capital-intensive products like airplanes, while China exports labor-intensive products like textiles.</li></ul></li><li>v. New Trade Theory (Paul Krugman)<ul style="list-style-type: none"><li>1. Focuses on economies of scale and network effects, suggesting that through increasing returns to scale, countries can specialize in a specific industry, leading to lower costs and greater efficiency.</li><li>2. Key Idea: First-mover advantages and economies of scale can lead to trade patterns that wouldn't occur in the absence of these factors.</li><li>3. Example: The dominance of Airbus and Boeing in the global aircraft industry due to</li></ul></li></ul>
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	<p>economies of scale.</p> <p>vi. Porter's Diamond Theory of Competitive Advantage</p> <ol style="list-style-type: none"><li>1. Explains why certain industries within a country are competitive internationally. It focuses on four key factors:</li><li>2. Factor Conditions (e.g., skilled labor, infrastructure).</li><li>3. Demand Conditions (e.g., domestic demand for innovation).</li><li>4. Related and Supporting Industries (e.g., availability of suppliers).</li><li>5. Firm Strategy, Structure, and Rivalry (e.g., local competition pushing innovation).</li><li>6. Example: How Germany's automotive industry benefits from its high demand for quality vehicles, strong supplier network, and local competition.</li></ol> <p>c. Application of Trade Theories (5 minutes)</p> <ol style="list-style-type: none"><li>i. How modern global trade is shaped by a combination of these theories.</li><li>ii. The impact of government policies and international trade organizations, such as WTO and regional trade agreements, in applying these theories.</li></ol> <p>C. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>a. Group Activity: "Choose two countries and analyze the trade relationship between them using one of the international trade theories discussed."</li><li>b. Students will briefly present their findings to the class.</li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Recap the key theories of international trade and their impact on global business practices.</li><li>• Ask: "How do these theories influence businesses when expanding into foreign markets?"</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>• Select a trade agreement (e.g., NAFTA, EU trade agreement) and analyze how the theories of international trade are reflected in that agreement.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"><li>4. What is the main idea behind the Comparative Advantage Theory?</li><li>5. How does the Heckscher-Ohlin Theory explain trade patterns?</li><li>6. What are the four factors in Porter's Diamond Theory? (5 minutes)</li></ol>



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<b>Lesson Plan No. 3.2</b>	<b>Course Name: International Business</b> <b>Topic: International Trade Policy</b> <b>Components</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Understand the key components of international trade policy. B. Analyze how these components shape global trade and business practices. C. Evaluate the role of trade policy in determining the competitive advantage of nations.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ol style="list-style-type: none"><li>1. Icebreaker Question: "How do you think government policies affect the way businesses trade with other countries?"</li><li>2. Introduce International Trade Policy as a set of laws, regulations, and practices that countries use to regulate international trade.</li><li>3. Explain the importance of trade policies in shaping the flow of goods, services, and investments between nations.</li></ol></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>A. Understanding International Trade Policy (10 minutes)<ol style="list-style-type: none"><li>a. Definition: International trade policy refers to the rules and guidelines set by governments to regulate imports, exports, and trade relations with other countries.</li><li>b. Importance in International Business:</li><li>c. Trade policies can influence the cost of doing business, market entry strategies, and competitive dynamics.</li><li>d. Example: Tariffs and trade barriers affecting the pricing and competitiveness of foreign goods.</li></ol></li><li>B. Key Components of International Trade Policy (15 minutes)<ol style="list-style-type: none"><li>a. Tariffs<ol style="list-style-type: none"><li>i. Definition: Taxes or duties imposed on imported goods and services.</li><li>ii. Purpose: Protect domestic industries from foreign competition and generate government revenue.</li><li>iii. Example: The U.S. imposing tariffs on steel imports to protect its domestic steel industry.</li><li>iv. Impact on Businesses: Can increase costs for foreign businesses and consumers, but may protect domestic producers.</li></ol></li></ol></li></ol></li></ol>



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	<ul style="list-style-type: none"><li>b. Non-Tariff Barriers (NTBs)<ul style="list-style-type: none"><li>i. Definition: Trade barriers that do not involve tariffs but still restrict trade.</li><li>ii. Examples: Quotas, licensing requirements, standards and regulations, subsidies, and anti-dumping measures.</li><li>iii. Purpose: To protect local industries, ensure product safety, and regulate imports in a controlled manner.</li><li>iv. Example: The European Union's regulations on food safety and product standards that limit imports from non-EU countries.</li></ul></li><li>c. Subsidies and Government Support<ul style="list-style-type: none"><li>i. Definition: Financial assistance provided by governments to domestic industries to help them compete globally.</li><li>ii. Purpose: To promote the growth of local industries by reducing their cost of production and encouraging exports.</li><li>iii. Example: The subsidies given to agricultural producers in the U.S. and the EU to support domestic production and exports.</li><li>iv. Impact on Businesses: Can distort market competition by giving an unfair advantage to domestic firms over foreign ones.</li></ul></li><li>d. Trade Agreements and Treaties<ul style="list-style-type: none"><li>i. Definition: Agreements between two or more countries to establish the terms of trade between them.</li><li>ii. Purpose: To reduce or eliminate trade barriers, harmonize regulations, and enhance economic cooperation.</li><li>iii. Examples:<ul style="list-style-type: none"><li>1. Bilateral Trade Agreements (e.g., the U.S.- Mexico-Canada Agreement – USMCA).</li><li>2. Multilateral Trade Agreements (e.g., the World Trade Organization - WTO agreements).</li><li>3. Regional Trade Agreements (e.g., European Union, ASEAN).</li></ul></li><li>iv. Impact on Businesses: Companies can benefit from reduced tariffs and trade barriers, making it easier to expand into foreign markets.</li></ul></li><li>e. Exchange Rate Policies<ul style="list-style-type: none"><li>i. Definition: Policies that determine the value of a country's currency in relation to other currencies.</li><li>ii. Purpose: To control inflation, maintain export competitiveness, and stabilize the economy.</li></ul></li></ul>
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	<ul style="list-style-type: none"><li>iii. Example: China's control over the value of its currency to boost exports by keeping its currency undervalued.</li><li>iv. Impact on Businesses: Affects the cost of imports and exports, as well as the profitability of foreign operations.</li></ul> <p>f. Import/Export Controls</p> <ul style="list-style-type: none"><li>i. Definition: Government restrictions on the amount of goods that can be imported or exported.</li><li>ii. Purpose: To protect domestic industries, ensure national security, or maintain balance of payments.</li><li>iii. Example: Countries imposing export bans on critical materials during times of crisis (e.g., food shortages or resource scarcity).</li><li>iv. Impact on Businesses: Can limit market opportunities for businesses and create supply chain disruptions.</li></ul> <p>g. Trade Remedies (Anti-Dumping &amp; Countervailing Measures)</p> <ul style="list-style-type: none"><li>i. Definition: Measures taken by governments to protect domestic industries from unfair competition, such as dumping (selling products at unfairly low prices) and subsidized imports.</li><li>ii. Purpose: To level the playing field for domestic producers and ensure fair trade.</li><li>iii. Example: The U.S. imposing anti-dumping duties on Chinese steel to protect American manufacturers.</li><li>iv. Impact on Businesses: Businesses may face additional costs if their products are subject to trade remedy measures.</li></ul> <p>C. Application of Trade Policy Components (5 minutes)</p> <ul style="list-style-type: none"><li>a. Discuss how companies need to stay informed about trade policies in the countries they operate in and adjust their strategies accordingly.</li><li>b. Case study on how a company can navigate complex trade policies when expanding into new markets.</li></ul> <p>3. Class Activity (5 minutes)</p> <ul style="list-style-type: none"><li>1. Group Activity: "Pick a country and analyze its key trade policy components. How do these policies affect businesses in that country?"</li><li>2. Students will share their insights with the class.</li></ul>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Summarize the components of international trade policy and their influence on global trade and business operations.</li><li>• Ask: "How can businesses use trade policies to gain a competitive advantage in international markets?"</li></ul> <p>Homework/Assignments:</p>



	<ul style="list-style-type: none"><li>Choose a trade agreement (e.g., EU Common Market, CPTPP) and analyze how the components of international trade policy are reflected in that agreement.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"><li>What is a non-tariff barrier? Give an example.</li><li>How do trade agreements benefit businesses?</li><li>What is the role of government subsidies in international trade? (5 minutes)</li></ol>



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<b>Lesson Plan No. 3.3</b>	<b>Course Name: International Business</b> <b>Topic: Export-import documents</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Identify the key documents required in export and import transactions. B. Understand the purpose and significance of each export-import document. C. Analyze how these documents facilitate international trade and ensure compliance with regulations.
<b>Teaching Aids (if any)</b>	b. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ol style="list-style-type: none"><li>1. Icebreaker Question: "What types of documents do you think are required for sending goods from one country to another?"</li><li>2. Introduce Export-Import Documents as the essential paperwork that facilitates the movement of goods across borders, ensures legal compliance, and protects the interests of both the seller and the buyer.</li><li>3. Explain the role of documents in securing payment, verifying shipment, and ensuring the smooth flow of goods across international borders.</li></ol></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>A. Understanding Export-Import Documents (10 minutes)<ol style="list-style-type: none"><li>a. Definition of Export-Import Documents: These are formal documents that are required during the process of exporting or importing goods, covering various legal, financial, and regulatory aspects.</li><li>b. Importance in International Business:</li><li>c. Ensures smooth transactions, legal protection, and payment security.</li><li>d. Facilitates compliance with customs regulations and helps businesses meet international trade standards.</li><li>e. Example: Proper documentation avoids delays at customs and protects businesses from legal disputes.</li></ol></li><li>B. Key Export-Import Documents (15 minutes)<ol style="list-style-type: none"><li>a. Commercial Invoice<ol style="list-style-type: none"><li>i. Definition: A document issued by the exporter to the importer, providing a detailed account of the goods being sold, their value, and the terms of sale.</li><li>ii. Purpose: Used for customs clearance, calculation of</li></ol></li></ol></li></ol></li></ol>



	<p>duties, and as a record of the transaction.</p> <p>iii. Example: Contains information such as product description, quantity, price, delivery terms, and payment details.</p> <p>b. Bill of Lading (B/L)</p> <p>i. Definition: A contract between the shipper and the carrier detailing the receipt of goods for shipment.</p> <p>ii. Purpose: Serves as a receipt for the goods, a contract of carriage, and a document of title for ownership of the goods.</p> <p>iii. Example: A Master Bill of Lading is issued by the shipping company, while a House Bill of Lading is issued by freight forwarders.</p> <p>c. Packing List</p> <p>i. Definition: A document that provides detailed information about how goods are packed in containers, including the type and quantity of goods.</p> <p>ii. Purpose: Helps customs authorities inspect the shipment and assists in handling, inventory management, and delivery.</p> <p>iii. Example: Specifies weight, dimensions, and packaging materials for each item.</p> <p>d. Certificate of Origin</p> <p>i. Definition: A document certifying the country of origin of the goods being exported.</p> <p>ii. Purpose: Used for tariff classification, customs clearance, and verifying eligibility for trade agreements (e.g., free trade agreements).</p> <p>iii. Example: Often issued by a local chamber of commerce or an authorized body.</p> <p>e. Pro Forma Invoice</p> <p>i. Definition: A preliminary invoice provided by the exporter to the importer before the actual shipment.</p> <p>ii. Purpose: Provides an estimate of costs, including shipping, taxes, and duties, and is used to apply for import permits or financing.</p> <p>iii. Example: Can be used to open a letter of credit or as a basis for negotiation between buyer and seller.</p> <p>f. Import/Export License</p> <p>i. Definition: Government-issued authorization allowing the import or export of certain goods.</p> <p>ii. Purpose: Ensures compliance with national regulations, such as restrictions on certain products (e.g., weapons, sensitive technologies).</p> <p>iii. Example: U.S. export licenses issued by the Bureau of Industry and Security (BIS) for controlled items.</p> <p>g. Customs Declaration (Customs Entry Form)</p>
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	<ul style="list-style-type: none"><li>i. Definition: A document filed with customs authorities by the importer or exporter, declaring the goods being imported or exported.</li><li>ii. Purpose: Used for the assessment of duties and taxes and to ensure that goods meet local regulatory standards.</li><li>iii. Example: Includes information on the classification of goods, value, and the country of origin.</li></ul> <p>h. Insurance Certificate</p> <ul style="list-style-type: none"><li>i. Definition: A document issued by an insurance company, detailing the coverage for goods in transit.</li><li>ii. Purpose: Protects the exporter and importer against loss or damage during transportation.</li><li>iii. Example: Marine insurance certificates for goods transported by sea or air cargo insurance for airfreight shipments.</li></ul> <p>i. Letter of Credit (L/C)</p> <ul style="list-style-type: none"><li>i. Definition: A financial document issued by a bank guaranteeing that a seller will receive payment for goods or services provided, provided the conditions outlined in the L/C are met.</li><li>ii. Purpose: Reduces the risk of non-payment for the seller and assures the buyer of product delivery.</li><li>iii. Example: Irrevocable Letter of Credit is commonly used in international trade to ensure both parties fulfill their obligations.</li></ul> <p>j. Consular Invoice</p> <ul style="list-style-type: none"><li>i. Definition: A document required by certain countries, certifying the nature, quantity, and value of the goods being exported.</li><li>ii. Purpose: Used to verify the shipment details at the country of destination's consulate.</li><li>iii. Example: Commonly required for exports to Brazil and Argentina.</li></ul> <p>C. Importance and Practical Application of Documents (5 minutes)</p> <ul style="list-style-type: none"><li>a. Role in Compliance: Export-import documents help businesses comply with both domestic and international laws and regulations.</li><li>b. Role in Risk Management: Documents like the Bill of Lading, Insurance Certificate, and Letter of Credit protect against financial and operational risks.</li><li>c. Impact on Payment and Delivery: These documents ensure that payment terms are met and delivery conditions are clear for both parties.</li></ul> <p>3. Class Activity (5 minutes)</p> <ul style="list-style-type: none"><li>1. Group Activity: "Select an export-import transaction</li></ul>
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	<p>involving a product of your choice and discuss the required documents for this transaction. Why is each document necessary?"</p> <p>2. Students will share their findings with the class.</p>
<b>Closure</b>	<ul style="list-style-type: none"><li>Recap the key export-import documents and their roles in ensuring smooth and legally compliant transactions.</li><li>Ask: "How can the use of proper export-import documents help businesses in managing risk and ensuring successful transactions?"</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>Choose a real-world export-import case and outline the required documents in that scenario. Explain the importance of each document in facilitating trade.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"><li>What is the purpose of a Bill of Lading in international trade?</li><li>Why is a Certificate of Origin important in global trade?</li><li>What is the difference between a Commercial Invoice and a Pro Forma Invoice? (5 minutes)</li></ol>



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<b>Lesson Plan No. 3.4</b>	<b>Course Name: International Business</b> <b>Topic: WTO</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Understand the role, functions, and importance of the WTO in global trade. B. Identify the key principles and agreements under the WTO. C. Analyze how the WTO impacts international business and trade relations.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ol style="list-style-type: none"><li>1. Icebreaker Question: "What role do you think international organizations play in regulating global trade?"</li><li>2. Introduce the World Trade Organization (WTO) as the global organization that regulates international trade.</li><li>3. Explain its purpose: to ensure that trade flows as smoothly, predictably, and freely as possible across nations.</li></ol></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>A. Overview of the WTO (10 minutes)<ol style="list-style-type: none"><li>a. Definition and History:<ol style="list-style-type: none"><li>i. The WTO is an intergovernmental organization that deals with the rules of trade between nations.</li><li>ii. Established in 1995, it succeeded the General Agreement on Tariffs and Trade (GATT), which was created after World War II.</li><li>iii. Headquarters: Geneva, Switzerland.</li><li>iv. Current Membership: 164 countries and economies.</li></ol></li><li>b. Importance in International Business:<ol style="list-style-type: none"><li>i. Ensures that trade is transparent and follows agreed rules.</li><li>ii. Resolves trade disputes between countries.</li><li>iii. Promotes international cooperation and market access.</li><li>iv. Example: The WTO's role in resolving a trade dispute between the U.S. and the EU regarding aircraft subsidies.</li></ol></li></ol></li><li>B. Functions of the WTO (15 minutes)<ol style="list-style-type: none"><li>a. Trade Negotiation and Agreement Making:<ol style="list-style-type: none"><li>i. The WTO provides a forum for countries to negotiate</li></ol></li></ol></li></ol></li></ol>



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	<p>trade agreements, discussing trade barriers, tariffs, and quotas.</p> <ol style="list-style-type: none"><li>ii. Example: The Doha Round (1999) focused on agricultural tariffs, services, and industrial goods.</li></ol> <p>b. Trade Dispute Settlement:</p> <ol style="list-style-type: none"><li>i. One of the most significant functions of the WTO is resolving disputes through a formal mechanism.</li><li>ii. Countries can file complaints if they believe trade rules are being violated by other countries.</li><li>iii. Example: The WTO ruling against U.S. tariffs on steel imports in 2002.</li></ol> <p>c. Monitoring and Transparency:</p> <ol style="list-style-type: none"><li>i. The WTO monitors global trade policies and ensures that member countries adhere to the trade agreements.</li><li>ii. Example: The Trade Policy Review Mechanism (TPRM), where members review each other's trade policies.</li></ol> <p>d. Capacity Building and Technical Assistance:</p> <ol style="list-style-type: none"><li>i. The WTO helps developing countries by offering technical assistance, ensuring they can effectively engage in global trade.</li><li>ii. Example: Providing training to improve the capacity of developing countries' trade officials.</li></ol> <p>C. Key Principles and Agreements of the WTO (5 minutes)</p> <ol style="list-style-type: none"><li>a. Most-Favored-Nation (MFN) Principle:<ol style="list-style-type: none"><li>i. Treating all member countries equally when it comes to trade.</li><li>ii. Example: If a country offers a favorable trade deal to one nation, it must extend the same deal to all other WTO members.</li></ol></li><li>b. National Treatment Principle:<ol style="list-style-type: none"><li>i. Once goods have entered a market, they must be treated the same as domestically produced goods.</li><li>ii. Example: Foreign goods should not be subject to higher taxes or different standards than local products.</li></ol></li><li>c. Trade Liberalization and Non-Discrimination:<ol style="list-style-type: none"><li>i. A commitment to reducing tariffs and other trade barriers.</li><li>ii. Promoting a more open and liberalized trading environment for all members.</li></ol></li><li>d. The Agreement on Agriculture (AoA):<ol style="list-style-type: none"><li>i. Focuses on reducing subsidies and improving market access for agricultural products.</li></ol></li><li>e. General Agreement on Trade in Services (GATS):<ol style="list-style-type: none"><li>i. Establishes rules for international trade in services (e.g., banking, insurance, telecommunications).</li></ol></li></ol>
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	<p>f. Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS):</p> <ol style="list-style-type: none"><li>i. Protects intellectual property rights (IPR) in international trade, balancing the interests of producers and consumers.</li></ol> <p>3. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>1. Group Activity: "Choose a recent trade dispute and analyze how the WTO was involved in resolving it. What role did the WTO's dispute settlement mechanism play?"</li><li>2. Students will present their findings and discuss.</li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Summarize the WTO's role in global trade, focusing on its functions, principles, and agreements.</li><li>• Ask: "How does the WTO's role in resolving trade disputes affect international businesses?"</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>• Choose a WTO dispute settlement case and analyze the outcome and its impact on global trade.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"><li>1. What is the Most-Favored-Nation principle, and how does it affect international trade?</li><li>2. How does the WTO's Dispute Settlement Mechanism work?</li><li>3. What are the key areas covered under the TRIPS agreement? (5 minutes)</li></ol>



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<b>Lesson Plan No. 3.4</b>	<b>Course Name: International Business</b> <b>Topic: WTO</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Understand the role, functions, and importance of the WTO in global trade. B. Identify the key principles and agreements under the WTO. C. Analyze how the WTO impacts international business and trade relations.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	1. Introduction (05 minutes): 1. Icebreaker Question: "What role do you think international organizations play in regulating global trade?" 2. Introduce the World Trade Organization (WTO) as the global organization that regulates international trade. 3. Explain its purpose: to ensure that trade flows as smoothly, predictably, and freely as possible across nations.  2. Development (30 minutes)  A. Overview of the WTO (10 minutes) a. Definition and History: i. The WTO is an intergovernmental organization that deals with the rules of trade between nations. ii. Established in 1995, it succeeded the General Agreement on Tariffs and Trade (GATT), which was created after World War II. iii. Headquarters: Geneva, Switzerland. iv. Current Membership: 164 countries and economies. b. Importance in International Business: i. Ensures that trade is transparent and follows agreed rules. ii. Resolves trade disputes between countries. iii. Promotes international cooperation and market access. iv. Example: The WTO's role in resolving a trade dispute between the U.S. and the EU regarding aircraft subsidies.  B. Functions of the WTO (15 minutes) a. Trade Negotiation and Agreement Making: i. The WTO provides a forum for countries to negotiate trade agreements, discussing trade barriers, tariffs,



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	<p>and quotas.</p> <ul style="list-style-type: none"><li>ii. Example: The Doha Round (1999) focused on agricultural tariffs, services, and industrial goods.</li></ul> <p>b. Trade Dispute Settlement:</p> <ul style="list-style-type: none"><li>i. One of the most significant functions of the WTO is resolving disputes through a formal mechanism.</li><li>ii. Countries can file complaints if they believe trade rules are being violated by other countries.</li><li>iii. Example: The WTO ruling against U.S. tariffs on steel imports in 2002.</li></ul> <p>c. Monitoring and Transparency:</p> <ul style="list-style-type: none"><li>i. The WTO monitors global trade policies and ensures that member countries adhere to the trade agreements.</li><li>ii. Example: The Trade Policy Review Mechanism (TPRM), where members review each other's trade policies.</li></ul> <p>d. Capacity Building and Technical Assistance:</p> <ul style="list-style-type: none"><li>i. The WTO helps developing countries by offering technical assistance, ensuring they can effectively engage in global trade.</li><li>ii. Example: Providing training to improve the capacity of developing countries' trade officials.</li></ul> <p>C. Key Principles and Agreements of the WTO (5 minutes)</p> <ul style="list-style-type: none"><li>a. Most-Favored-Nation (MFN) Principle:<ul style="list-style-type: none"><li>i. Treating all member countries equally when it comes to trade.</li><li>ii. Example: If a country offers a favorable trade deal to one nation, it must extend the same deal to all other WTO members.</li></ul></li><li>b. National Treatment Principle:<ul style="list-style-type: none"><li>i. Once goods have entered a market, they must be treated the same as domestically produced goods.</li><li>ii. Example: Foreign goods should not be subject to higher taxes or different standards than local products.</li></ul></li><li>c. Trade Liberalization and Non-Discrimination:<ul style="list-style-type: none"><li>i. A commitment to reducing tariffs and other trade barriers.</li><li>ii. Promoting a more open and liberalized trading environment for all members.</li></ul></li><li>d. The Agreement on Agriculture (AoA):<ul style="list-style-type: none"><li>i. Focuses on reducing subsidies and improving market access for agricultural products.</li></ul></li><li>e. General Agreement on Trade in Services (GATS):<ul style="list-style-type: none"><li>i. Establishes rules for international trade in services (e.g., banking, insurance, telecommunications).</li></ul></li><li>f. Agreement on Trade-Related Aspects of Intellectual Property</li></ul>
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	<p>Rights (TRIPS):</p> <ol style="list-style-type: none"><li>i. Protects intellectual property rights (IPR) in international trade, balancing the interests of producers and consumers.</li></ol> <p>3. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>1. Group Activity: "Choose a recent trade dispute and analyze how the WTO was involved in resolving it. What role did the WTO's dispute settlement mechanism play?"</li><li>2. Students will present their findings and discuss.</li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Summarize the WTO's role in global trade, focusing on its functions, principles, and agreements.</li><li>• Ask: "How does the WTO's role in resolving trade disputes affect international businesses?"</li></ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"><li>• Choose a WTO dispute settlement case and analyze the outcome and its impact on global trade.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"><li>1. What is the Most-Favored-Nation principle, and how does it affect international trade?</li><li>2. How does the WTO's Dispute Settlement Mechanism work?</li><li>3. What are the key areas covered under the TRIPS agreement? (5 minutes)</li></ol>



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<b>Lesson Plan No. 3.6</b>	<b>Course Name: International Business Topic: Multinational Corporations (MNCs).</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Define multinational corporations (MNCs) and understand their characteristics. B. Analyze the role and importance of MNCs in international business and the global economy. C. Evaluate the advantages and disadvantages of MNCs for both host and home countries.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	1. Introduction (05 minutes): 1. Icebreaker Question: "Can you think of any well-known brands or companies that operate in multiple countries?" 2. Introduce Multinational Corporations (MNCs) as companies that have operations in multiple countries but are headquartered in one. 3. Discuss how MNCs play a crucial role in shaping global trade, investment, and economic integration.  2. Development (30 minutes)  A. Definition and Characteristics of MNCs (10 minutes) a. Definition of MNCs: i. MNCs are corporations that manage production or deliver services in more than one country. They typically have a parent company in one country and subsidiaries, branches, or affiliates in other countries. ii. Example: Apple, Toyota, and Coca-Cola are examples of MNCs that operate globally. b. Characteristics of MNCs: i. Global Presence: Operate in multiple countries, often with production facilities, sales offices, or subsidiaries in foreign markets. ii. Centralized Decision Making: The parent company typically controls and oversees operations in foreign markets, although some subsidiaries may have a degree of autonomy. iii. Capital Investment: MNCs invest substantial capital in foreign markets through foreign direct investment



	<p>(FDI) in facilities, technology, and human resources.</p> <ul style="list-style-type: none"><li>iv. Cross-Border Integration: MNCs integrate their operations across borders to optimize supply chains, reduce costs, and leverage competitive advantages.</li><li>v. Technology and Knowledge Transfer: MNCs facilitate the transfer of technology, expertise, and management practices between the home and host countries.</li></ul> <p><b>B. Role of MNCs in International Business (15 minutes)</b></p> <ul style="list-style-type: none"><li>a. Economic Contribution:<ul style="list-style-type: none"><li>i. Global Trade: MNCs drive global trade by producing and selling products and services in multiple markets.</li><li>ii. Capital Flow: They facilitate capital flow between nations through investments and the repatriation of profits.</li><li>iii. Job Creation: MNCs contribute to employment in both home and host countries, providing direct jobs in their operations and indirect jobs in local supply chains.</li><li>iv. Innovation and Technology Transfer: MNCs introduce new technologies, products, and managerial practices to host countries, driving innovation and economic development.</li><li>v. Example: Google and Microsoft introduce new technologies worldwide and contribute to economic growth in the countries they operate.</li></ul></li><li>b. Political and Social Influence:<ul style="list-style-type: none"><li>i. Influence on Government Policies: MNCs can influence host country policies through lobbying, advocacy, and economic leverage.</li><li>ii. Cultural Exchange: MNCs foster cultural exchange by introducing new products, services, and practices in foreign markets.</li><li>iii. Corporate Social Responsibility (CSR): Many MNCs implement CSR initiatives that contribute to social and environmental causes in the host countries.</li><li>iv. Example: Nike and Unilever have established CSR programs that focus on environmental sustainability and local community development.</li></ul></li></ul> <p><b>C. Advantages and Disadvantages of MNCs (5 minutes)</b></p> <ul style="list-style-type: none"><li>a. Advantages of MNCs for Host Countries:<ul style="list-style-type: none"><li>i. Economic Growth: MNCs bring in capital investment, technology, and expertise that can stimulate local economies.</li><li>ii. Employment Opportunities: They create jobs in local markets, both directly and indirectly.</li><li>iii. Skill Development and Knowledge Transfer: Local</li></ul></li></ul>
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	<p>workers gain new skills through exposure to advanced technologies and management practices.</p> <ul style="list-style-type: none"><li>iv. Improved Infrastructure: MNCs may contribute to the development of local infrastructure such as roads, ports, and utilities.</li></ul> <p>b. Disadvantages of MNCs for Host Countries:</p> <ul style="list-style-type: none"><li>i. Exploitation of Resources: MNCs can sometimes exploit natural resources in host countries without adequate concern for environmental sustainability.</li><li>ii. Cultural Erosion: The entry of foreign businesses can lead to the erosion of local cultures and traditions.</li><li>iii. Market Domination: MNCs can overwhelm local businesses, potentially stifling local entrepreneurship and competition.</li><li>iv. Profit Repatriation: Profits generated by MNCs are often repatriated to the home country, which may limit the economic benefits for the host country.</li></ul> <p>c. Advantages of MNCs for Home Countries:</p> <ul style="list-style-type: none"><li>i. Access to Global Markets: MNCs can expand their operations and reach international markets, increasing their profitability and market share.</li><li>ii. Increased Employment: Home countries benefit from the higher demand for managerial, technical, and financial services to manage the global operations of MNCs.</li><li>iii. Enhanced Competitive Advantage: MNCs can exploit global economies of scale, optimize supply chains, and gain a competitive advantage over local firms in host countries.</li></ul> <p>d. Disadvantages of MNCs for Home Countries:</p> <ul style="list-style-type: none"><li>i. Outsourcing and Job Losses: MNCs may outsource production to foreign markets with lower labor costs, leading to job losses in the home country.</li><li>ii. Economic Dependence on Foreign Markets: The home country may become economically dependent on the profits generated by MNCs abroad, making it vulnerable to global market fluctuations.</li></ul> <p>3. Class Activity (5 minutes)</p> <ul style="list-style-type: none"><li>1. Group Activity: "Choose an MNC and analyze its operations in a host country. What are the positive and negative impacts of this MNC on the host country and the home country?"</li><li>2. Students will share their findings and discuss.</li></ul>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Summarize the role of <b>MNCs</b> in driving economic growth, innovation, and trade, while also considering the challenges and potential negative impacts.</li></ul>



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	<ul style="list-style-type: none"> <li>Ask: "How can MNCs balance the benefits for both the home and host countries while minimizing their potential negative impact?"</li> </ul> <p>Homework/Assignments:</p> <ul style="list-style-type: none"> <li>Choose a multinational corporation and explore how its global operations have impacted both its home country and one of its host countries. Discuss the benefits and challenges faced by the corporation in managing cross-border operations.</li> </ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"> <li>What are the primary characteristics of multinational corporations?</li> <li>How do MNCs contribute to the global economy?</li> <li>What are the advantages and disadvantages of MNCs for host countries? (5 minutes)</li> </ol>

<b>Lesson Plan No. 4.1</b>	<b>Course Name: International Business</b> <b>Topic: Foreign Direct Investment</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> <li>Understand the concept of Foreign Direct Investment (FDI).</li> <li>Identify the different types of FDI and their significance.</li> <li>Analyze the benefits and challenges of FDI for host and home countries.</li> <li>Examine various entry methods for FDI and their strategic importance.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Power Point Presentation</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li>Introduction (05 minutes): <ul style="list-style-type: none"> <li>Icebreaker Question: "Have you ever noticed global brands like Apple, Toyota, or Nestlé operating in multiple countries? How do you think they enter and invest in different markets?"</li> <li>Define FDI: FDI occurs when a company or individual from one country invests in business assets in another country, usually acquiring significant control.</li> <li>Different from portfolio investment (which only</li> </ul> </li> </ol>



	<p>involves stocks or bonds).</p> <ul style="list-style-type: none"><li>• Importance of FDI: Helps economies grow, creates jobs, and enhances technology transfer.</li></ul> <p>2. Development (30 minutes)</p> <p>A. Types of Foreign Direct Investment (10 Minutes)</p> <ol style="list-style-type: none"><li>a. Horizontal FDI:<ol style="list-style-type: none"><li>i. Investment in the same industry as the home country.</li><li>ii. Example: McDonald's opening outlets in India.</li></ol></li><li>b. Vertical FDI:<ol style="list-style-type: none"><li>i. Investment in different stages of the supply chain.</li><li>ii. Example: Tesla setting up battery production in China.</li></ol></li><li>c. Conglomerate FDI:<ol style="list-style-type: none"><li>i. Investment in a completely different industry.</li><li>ii. Example: Tata Group investing in hotel chains abroad.</li></ol></li><li>d. Greenfield vs. Brownfield FDI:<ol style="list-style-type: none"><li>i. Greenfield: Setting up a new facility from scratch (e.g., Hyundai setting up a new plant in Brazil).</li><li>ii. Brownfield: Acquiring or merging with an existing company (e.g., Walmart acquiring Flipkart in India).</li></ol></li></ol> <p>B. Benefits of FDI (10 Minutes)</p> <ol style="list-style-type: none"><li>a. For Host Country (Receiving the Investment):<ol style="list-style-type: none"><li>i. Economic Growth: Increases GDP and industrial output.</li><li>ii. Employment Generation: Creates direct and indirect jobs.</li><li>iii. Technology Transfer: Improves infrastructure and innovation.</li><li>iv. Improved Competition: Enhances productivity and quality.</li><li>v. Better Infrastructure Development: Encourages development in roads, power, and logistics.</li></ol></li><li>b. For Home Country (Investing Country):<ol style="list-style-type: none"><li>i. Global Expansion: Helps firms diversify revenue streams.</li><li>ii. Increased Profits: Access to new</li></ol></li></ol>
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	<p>markets leads to higher earnings.</p> <p>iii. Resource Utilization: Efficient use of labor and raw materials.</p> <p>C. Entry Methods of FDI (10 Minutes)</p> <ol style="list-style-type: none"><li>Joint Ventures: Partnership with a local firm (e.g., Starbucks partnered with Tata in India).</li><li>Wholly-Owned Subsidiaries: A company fully owned by the foreign firm (e.g., Google India).</li><li>Mergers &amp; Acquisitions: Buying or merging with local firms (e.g., Facebook acquiring WhatsApp).</li><li>Franchising &amp; Licensing: Allowing local businesses to use brand name and model (e.g., KFC in different countries).</li><li>Special Economic Zones (SEZs): Governments offer incentives to attract FDI (e.g., Shenzhen in China).</li></ol> <p>3. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>Group Discussion:<ol style="list-style-type: none"><li>Divide students into small groups.</li><li>Each group selects a company that has invested in a foreign country.</li><li>They discuss the type of FDI used, the benefits, and challenges faced.</li><li>Each group presents a quick summary of their findings.</li></ol></li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>Recap Key Points:<ul style="list-style-type: none"><li>Types of FDI (Horizontal, Vertical, Conglomerate, Greenfield, Brownfield).</li><li>Benefits of FDI for both host and home countries.</li><li>Various entry methods (Joint Ventures, Acquisitions, SEZs, etc.).</li></ul></li><li>Closing Question: "How can governments and companies maximize the benefits of FDI while minimizing risks?"</li></ul> <p>Homework/Assignments:</p>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"><li>How does FDI impact employment and economic growth?</li><li>Discuss a real-world example of a successful FDI project. (5 minutes)</li></ol>



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Lesson Plan No. 4.2	Course Name: International Business Topic: Foreign Exchange Market (Forex) – Functions	Course No.: BBAMJ-603
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Understand the concept of the Foreign Exchange (Forex) market. B. Identify and explain the key functions of the Forex market. C. Analyze the role of Forex in global trade, investment, and economic stability.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	1. Introduction (05 minutes):  • Icebreaker Question: "Have you ever traveled to another country or bought a foreign product? How do you think currency exchange works?" • <b>Definition of Foreign Exchange Market:</b> 1. The <b>Forex Market</b> is a global marketplace where currencies are bought and sold. 2. It is the <b>largest</b> and <b>most liquid</b> financial market in the world. • <b>Importance of Forex Market:</b> 1. Facilitates international trade and investment. 2. Helps businesses and individuals exchange one currency for another. 3. Influences national economies by determining exchange rates.  2. Development (30 minutes)  <b>A. Structure of the Forex Market (5 minutes)</b> a. <b>Decentralized Market:</b> No central location—operates through banks, brokers, and financial institutions. b. <b>Participants:</b> c. Central Banks d. Commercial Banks e. Multinational Corporations f. Traders & Investors g. Governments



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	<p><b>B. Key Functions of the Forex Market (20 minutes)</b></p> <p><b>C. Currency Conversion (5 mins)</b></p> <ol style="list-style-type: none"><li>Allows businesses and individuals to convert one currency into another.</li><li>Example: A U.S. company importing goods from Japan needs to convert USD to JPY.</li></ol> <p><b>D. Facilitating International Trade &amp; Investment (5 mins)</b></p> <ol style="list-style-type: none"><li>Enables importers and exporters to complete transactions in different currencies.</li><li>Example: Indian companies paying for crude oil imports in USD.</li></ol> <p><b>E. Hedging Against Currency Risk (5 mins)</b></p> <ol style="list-style-type: none"><li>Protects businesses from fluctuating exchange rates.</li><li>Example: A European company exporting to the U.S. may use Forex derivatives to lock in exchange rates.</li></ol> <p><b>F. Speculation &amp; Profit Opportunities (5 mins)</b></p> <ol style="list-style-type: none"><li>Traders buy and sell currencies to make profits from price movements.</li><li>Example: A trader buying EUR/USD in anticipation of a price increase.</li></ol> <p>3. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>Group Discussion: Each group will select a function of the Forex market and explain how it applies to a real-world business scenario.</li><li>Follow-up Question: "Why do you think governments and central banks monitor exchange rates so closely?"</li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>Recap Key Points:<ul style="list-style-type: none"><li>Key functions of the Forex market and its importance.</li></ul></li><li>Homework/Assignments: Research the recent trends in the Forex market and how exchange rate fluctuations have impacted a country's economy.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"><li>Can you think of a situation where an exchange rate change affected a country or business?" (5 minutes)</li></ol>



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Lesson Plan No. 4.3	Course Name: International Business Topic: Determinants of Foreign Exchange Rate	Course No.: BBAMJ-603
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Understand the key determinants that influence foreign exchange rates. B. Analyze how economic, political, and market factors affect currency value. C. Evaluate real-world examples of exchange rate fluctuations and their causes.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ul style="list-style-type: none"><li>• Icebreaker Question: “Why do you think the value of a currency changes when you travel abroad?”</li><li>• <b>Definition:</b> Explain that the foreign exchange rate is the price of one currency in terms of another, influenced by various economic and financial factors.</li><li>• <b>Importance:</b> Highlight how exchange rates affect international trade, investment, and business operations.</li></ul></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>1. Key Determinants of Foreign Exchange Rates (20 minutes)<ol style="list-style-type: none"><li>1. <b>Demand and Supply of Currencies</b><ol style="list-style-type: none"><li>1. Higher demand for a currency increases its value; lower demand decreases it.</li><li>2. <b>Example:</b> Increased foreign investment in India boosts demand for INR, strengthening the rupee.</li></ol></li><li>2. <b>Inflation Rate Differences</b><ol style="list-style-type: none"><li>1. Countries with lower inflation tend to have stronger currencies.</li><li>2. <b>Example:</b> The Japanese Yen remains strong due to historically low inflation.</li></ol></li><li>3. <b>Interest Rate Differentials</b><ol style="list-style-type: none"><li>1. Higher interest rates attract foreign</li></ol></li></ol></li></ol></li></ol>



	<p>capital, increasing demand for the currency.</p> <ol style="list-style-type: none"><li>2. <b>Example:</b> The US dollar strengthens when the Federal Reserve raises interest rates.</li></ol> <p>4. <b>Balance of Payments (Trade Surplus vs. Deficit)</b></p> <ol style="list-style-type: none"><li>1. Trade surplus (exports &gt; imports) strengthens the currency; a deficit weakens it.</li><li>2. <b>Example:</b> China's trade surplus contributes to the stability of the Chinese Yuan (CNY).</li></ol> <p>5. <b>Government and Central Bank Policies</b></p> <ol style="list-style-type: none"><li>1. Exchange rate interventions and monetary policies impact currency values.</li><li>2. <b>Example:</b> The Reserve Bank of India (RBI) intervenes in the forex market to stabilize the INR.</li></ol> <p>6. <b>Political and Economic Stability</b></p> <ol style="list-style-type: none"><li>1. Stable economies attract foreign investors, strengthening the currency.</li><li>2. <b>Example:</b> Brexit uncertainty weakened the British Pound (GBP).</li></ol> <p>7. <b>Speculation and Market Sentiment</b></p> <ol style="list-style-type: none"><li>1. Traders' expectations about future economic conditions affect currency values.</li><li>2. <b>Example:</b> News of strong economic growth boosts investor confidence, strengthening the currency.</li></ol> <p>2. Real-World Examples (10 minutes)</p> <ol style="list-style-type: none"><li>1. The 1997 Asian Financial Crisis: How currency speculation led to massive depreciation of Asian currencies.</li><li>2. The Impact of COVID-19 on Forex Markets: The US Dollar surged as a "safe-haven" currency during uncertainty.</li><li>3. Indian Rupee vs. US Dollar: How inflation and interest rate changes impact the INR-USD exchange rate.</li></ol> <p>3. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>1. Group Discussion: "Pick a country and identify which factors have influenced its currency value in the past year. Discuss the reasons behind</li></ol>
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	appreciation or depreciation.” 2. Students present their findings briefly.
<b>Closure</b>	<ul style="list-style-type: none"><li>Recap Key Points:<ul style="list-style-type: none"><li>Recap key determinants of forex rates.</li></ul></li><li>Homework/Assignments: Choose a currency pair (e.g., USD/INR, EUR/USD) and analyze how its exchange rate has changed over the past six months. Identify at least three factors that contributed to these changes.</li></ul>
<b>Evaluation</b>	Quick quiz or verbal Q&A session: <ol style="list-style-type: none"><li>What is the primary factor affecting the demand for a currency?</li><li>How does inflation impact exchange rates?</li><li>Why do interest rate hikes attract foreign investment? (5 minutes)</li></ol>

<b>Lesson Plan No. 4.4</b>	<b>Course Name: International Business Topic: International payment methods</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"><li>Understand the different methods of payment used in international trade.</li><li>Analyze the advantages and risks associated with each method.</li><li>Evaluate the suitability of different payment methods in various business scenarios.</li></ol>
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>Introduction (05 minutes):<ul style="list-style-type: none"><li>Icebreaker Question: "If you were an exporter selling to a customer overseas, how would you ensure you get paid?"</li><li>Importance of international payment methods in global trade.</li><li>Risk factors in cross-border transactions (distance, trust, regulations, time zones).</li><li>Key players: Exporter, Importer, Banks, Financial Institutions.</li></ul></li></ol>



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	<ol style="list-style-type: none"><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>1. Major International Payment Methods (20 minutes)<ol style="list-style-type: none"><li>1. Comparison Table<ol style="list-style-type: none"><li>1. Create a table comparing each method based on cost, security, time, and documentation requirements.</li><li>2. Explain scenarios where each method is suitable (e.g., new customers vs. long-term partners).</li></ol></li><li>2. Real-World Examples (10 minutes)<ol style="list-style-type: none"><li>1. Case Example: Indian Textile Exporter and a US Retailer</li><li>2. Initial orders via Advance Payment for trust building.</li><li>3. Shifted to Letter of Credit for larger orders.</li><li>4. Eventually moved to Open Account after building long-term relationship.</li></ol></li></ol></li><li>3. Class Activity (5 minutes)<ol style="list-style-type: none"><li>1. Role-Play Activity:</li><li>2. Divide students into pairs (exporter &amp; importer).</li><li>3. Each pair selects a payment method and explains why it suits their transaction.</li><li>4. A few pairs present their reasoning to the class.</li></ol></li></ol></li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Recap Key Points:<ul style="list-style-type: none"><li>○ Each method balances risk and trust.</li><li>○ Choice depends on relationship stage, country risk, and transaction value.</li><li>○ Banks play a vital role in secure payments via L/C and D/C.</li></ul></li><li>• Homework/Assignments: Choose any Indian export company. Research and report on what international payment method they commonly use and why.</li></ul>
<b>Evaluation</b>	Quick quiz or verbal Q&A session: <ol style="list-style-type: none"><li>1. What is the safest payment method for exporters?</li><li>2. What documents are used in Documentary Collection?</li><li>3. What is the role of a Letter of Credit? (5 minutes)</li></ol>



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Lesson Plan No. 4.5	Course Name: International Business Topic: Balance of Payment	Course No.: BBAMJ-603
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Define Balance of Payment (BoP) and its components. B. Understand the structure of BoP accounts (Current Account, Capital Account, and Financial Account). C. Analyze the causes and implications of BoP surplus and deficit.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ul style="list-style-type: none"><li>• Icebreaker Question: “Have you ever thought about how money flows into and out of a country due to trade, travel, or investment?”</li><li>• Introduce the concept of BoP as a systematic record of all economic transactions between residents of a country and the rest of the world.</li><li>• Explain its significance in international economics and economic policymaking.</li></ul></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>1. Definition and Importance of BoP (5 minutes)<ol style="list-style-type: none"><li>1. Definition: BoP is a statement that summarizes a country’s transactions with the rest of the world.</li><li>2. Importance: Indicates a country’s economic stability, global competitiveness, and its position in the international market.</li></ol></li><li>2. Components of BoP (15 minutes)<ol style="list-style-type: none"><li>1. Current Account<ol style="list-style-type: none"><li>1. Trade in goods (exports/imports)</li><li>2. Trade in services</li><li>3. Income receipts/payments (interest, dividends)</li><li>4. Current transfers (grants, remittances)</li><li>5. Example: India’s IT services exports appear in current account.</li></ol></li><li>2. Capital Account<ol style="list-style-type: none"><li>1. Deals with capital transfers and acquisition/disposal of non-produced, non-financial assets (like patents).</li><li>2. Small portion compared to other accounts.</li></ol></li><li>3. Financial Account<ol style="list-style-type: none"><li>1. Foreign Direct Investment (FDI)</li></ol></li></ol></li></ol></li></ol>



	<ol style="list-style-type: none"><li>2. Portfolio Investment</li><li>3. Loans, banking capital, reserve assets</li><li>4. Example: If a US company invests in an Indian firm, it reflects in the financial account.</li><li>4. BoP Equilibrium, Surplus, and Deficit (5 minutes)<ol style="list-style-type: none"><li>1. BoP Equilibrium: When inflows = outflows.</li><li>2. BoP Surplus: More money comes in than goes out (usually due to higher exports or FDI).</li><li>3. BoP Deficit: More money goes out than comes in (usually due to high imports or capital outflow).</li></ol></li><li>5. Real-Life Examples and Implications (5 minutes)<ol style="list-style-type: none"><li>1. India's BoP Situation:</li><li>2. In 2022-23, India faced a BoP deficit due to rising crude oil imports and global inflation.</li><li>3. Implication of BoP Deficit:<ol style="list-style-type: none"><li>1. Depreciation of currency</li><li>2. Lower forex reserves</li><li>3. Pressure on inflation and monetary policy</li></ol></li><li>4. Government Actions:<ol style="list-style-type: none"><li>1. Encouraging exports</li><li>2. Attracting FDI</li><li>3. Adjusting interest rates and foreign exchange interventions</li></ol></li></ol></li></ol> <ol style="list-style-type: none"><li>3. Class Activity (5 minutes)<ol style="list-style-type: none"><li>1. Activity: Case Snapshot Discussion<ol style="list-style-type: none"><li>1. Present a brief case:</li><li>2. "India receives a high inflow of remittances from NRIs, but also imports a large volume of gold and oil."</li></ol></li><li>2. Ask students:<ol style="list-style-type: none"><li>1. Which accounts are affected?</li><li>2. Will this improve or worsen the BoP?</li><li>3. What should policymakers focus on?</li></ol></li></ol></li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Recap Key Points:<ul style="list-style-type: none"><li>○ Structure of BoP</li><li>○ Importance of each component</li><li>○ Link between BoP and currency strength</li></ul></li><li>• Homework/Assignments: "Which component of the BoP do you think is most important for a developing country like India, and why?"</li></ul>
<b>Evaluation</b>	Quick quiz or verbal Q&A session: <ol style="list-style-type: none"><li>1. What are the two main accounts of the Balance of Payments?</li><li>2. Give two examples of transactions recorded in the current account.</li><li>3. How does FDI affect the BoP? (5 minutes)</li></ol>



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<b>Lesson Plan No. 4.6</b>	<b>Course Name: International Business</b> <b>Topic: Balance of Trade</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Define the concept of Balance of Trade (BoT). B. Differentiate between trade surplus and trade deficit. C. Understand the impact of BoT on a country's economy.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ul style="list-style-type: none"><li>• Icebreaker Question: “What do you think happens when a country exports more than it imports—or vice versa?”</li><li>• Explain that Balance of Trade is the difference between a country's exports and imports of goods over a certain period.</li><li>• It is a major component of the Current Account in the Balance of Payments (BoP).</li></ul></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>1. Definition and Types (5–15 minutes)<ol style="list-style-type: none"><li>1. Definition: Balance of Trade (BoT) = Value of Exports – Value of Imports</li><li>2. Types:<ol style="list-style-type: none"><li>1. Trade Surplus – When exports &gt; imports</li><li>2. Trade Deficit – When imports &gt; exports</li></ol></li><li>3. Examples:<ol style="list-style-type: none"><li>1. Germany often runs a surplus due to its strong export industry.</li><li>2. The US frequently runs a deficit because of high import levels, especially from China.</li></ol></li></ol></li><li>2. Importance of BoT (15–25 minutes)<ol style="list-style-type: none"><li>1. Why BoT Matters:<ol style="list-style-type: none"><li>1. Influences a country's foreign exchange reserves</li><li>2. Affects currency value (e.g., trade deficit can weaken the currency)</li><li>3. Impacts employment, especially in</li></ol></li></ol></li></ol></li></ol>



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	<p>export-driven industries</p> <ol style="list-style-type: none"> <li>4. Reflects a country's competitiveness in the global market</li> <li>2. Short-term vs Long-term Impact:             <ol style="list-style-type: none"> <li>1. Short-term deficit may be manageable</li> <li>2. Long-term deficit can cause debt and loss of investor confidence</li> </ol> </li> <li>3. Real-World Examples and Data (25–35 minutes)             <ol style="list-style-type: none"> <li>1. India:                 <ol style="list-style-type: none"> <li>1. Persistent trade deficit, largely due to crude oil and gold imports</li> <li>2. IT and pharma sectors help in reducing the gap</li> </ol> </li> <li>2. China:                 <ol style="list-style-type: none"> <li>1. Large trade surplus due to global exports of manufactured goods</li> </ol> </li> <li>3. USA:                 <ol style="list-style-type: none"> <li>1. Trade deficit, especially with China, has been a political and economic issue</li> </ol> </li> </ol> </li> <li>4. Class Activity (5 minutes)             <ol style="list-style-type: none"> <li>1. Break students into small groups. Each group picks one country and:</li> <li>2. Identifies whether it currently has a surplus or deficit</li> <li>3. Discusses why this might be the case</li> <li>4. Explores the impact on that country's economy</li> </ol> </li> </ol>
<b>Closure</b>	<ul style="list-style-type: none"> <li>• Recap Key Points:             <ul style="list-style-type: none"> <li>○ BoT is a measure of trade health</li> <li>○ Trade surplus can strengthen the economy, while a deficit can signal dependency</li> <li>○ Policy decisions (like tariffs, subsidies) can affect BoT</li> </ul> </li> <li>• Homework/Assignments: “Choose a country of your choice and prepare a one-page analysis of its Balance of Trade for the latest available year. Include data, reasons for surplus/deficit, and implications.”</li> </ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"> <li>1. “Can a trade deficit ever be a good thing? Why or why not?” How does FDI affect the BoP? (5 minutes)</li> </ol>



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<b>Lesson Plan No. 5.1</b>	<b>Course Name: International Business Topic: Global Strategic Management</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Understand the concept and importance of global strategic management. B. Identify the key components of a global strategy. C. Analyze the challenges and considerations in managing business strategies across borders. D. Evaluate real-world examples of global strategic decisions made by MNCs.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	1. Introduction (05 minutes): <ul style="list-style-type: none"><li>• Icebreaker Question: “Can you name a company that operates in multiple countries? How do you think they manage their business globally?”</li><li>• Define Global Strategic Management as the process of developing and implementing strategies for operating in international markets.</li><li>• Emphasize its role in competitive advantage, adaptation to foreign markets, and global coordination.</li></ul> 2. Development (30 minutes) 1. Core Concepts (10 minutes) 1. Definition: Strategic management in a global context involves planning, monitoring, analyzing, and assessing all necessary aspects for an organization to meet its global goals. 2. Key Components of Global Strategy: 1. Global integration vs. local responsiveness 2. Competitive advantage across markets 3. Coordination and synergy among international subsidiaries 2. Strategy Formulation and Implementation (10 minutes) 1. Environmental Scanning: 1. Understand the political, economic, social, technological, legal, and environmental factors (PESTLE) of



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	<p>different markets.</p> <ol style="list-style-type: none"> <li>2. Global Competitive Forces:             <ol style="list-style-type: none"> <li>1. Porter's Five Forces in a global setting</li> </ol> </li> <li>3. Strategic Tools:             <ol style="list-style-type: none"> <li>1. SWOT analysis for global expansion</li> <li>2. Value Chain analysis across geographies</li> </ol> </li> <li>4. Modes of Entry:             <ol style="list-style-type: none"> <li>1. Exporting, Licensing, Joint Ventures, Wholly Owned Subsidiaries, Franchising, Strategic Alliances</li> </ol> </li> </ol> <p>3. Class Activity (5 minutes)</p> <ol style="list-style-type: none"> <li>1. Group Discussion:</li> <li>2. “Choose a company and identify which type of global strategy it follows. Discuss how the company balances global efficiency and local responsiveness.”</li> <li>3. Students can form pairs or small groups and quickly present their thoughts.</li> </ol>
<b>Closure</b>	<ul style="list-style-type: none"> <li>• Recap Key Points:             <ul style="list-style-type: none"> <li>○ Importance of strategic planning in global markets</li> <li>○ Types of strategies and entry modes</li> <li>○ Real-life business strategy examples</li> </ul> </li> <li>• Homework/Assignments: Choose a multinational company (e.g., Amazon, Samsung, Tata, Unilever). Prepare a short report (2–3 pages) analyzing: Its global strategy type</li> </ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ol style="list-style-type: none"> <li>1. “Why is it important for businesses to adapt strategies when expanding internationally?” (5 minutes)</li> </ol>

<b>Lesson Plan No. 5.2</b>	<b>Course Name: International Business</b> <b>Topic: Global Strategies</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> <li>A. Understand the concept and importance of global strategic management.</li> <li>B. Identify the key components of a global strategy.</li> <li>C. Analyze the challenges and considerations in managing business strategies across borders.</li> <li>D. Evaluate real-world examples of global strategic decisions made</li> </ol>
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	by MNCs.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ul style="list-style-type: none"><li>• Icebreaker Question: “Can you name a company that operates in multiple countries? How do you think they manage their business globally?”</li><li>• Define Global Strategic Management as the process of developing and implementing strategies for operating in international markets.</li><li>• Emphasize its role in competitive advantage, adaptation to foreign markets, and global coordination.</li></ul></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>1. Strategy Formulation and Implementation (10 minutes)<ol style="list-style-type: none"><li>1. Environmental Scanning:<ol style="list-style-type: none"><li>1. Understand the political, economic, social, technological, legal, and environmental factors (PESTLE) of different markets.</li></ol></li><li>2. Global Competitive Forces:<ol style="list-style-type: none"><li>1. Porter's Five Forces in a global setting</li></ol></li><li>3. Strategic Tools:<ol style="list-style-type: none"><li>1. SWOT analysis for global expansion</li><li>2. Value Chain analysis across geographies</li></ol></li><li>4. Modes of Entry:<ol style="list-style-type: none"><li>1. Exporting, Licensing, Joint Ventures, Wholly Owned Subsidiaries, Franchising, Strategic Alliances</li></ol></li></ol></li><li>2. Class Activity (5 minutes)<ol style="list-style-type: none"><li>1. Group Discussion:</li><li>2. “Choose a company and identify which type of global strategy it follows. Discuss how the company balances global efficiency and local responsiveness.”</li><li>3. Students can form pairs or small groups and quickly present their thoughts.</li></ol></li><li>3. Challenges in Global Strategic Management (5 minutes)<ol style="list-style-type: none"><li>1. Cultural differences (e.g., McDonald’s adapting menus in India)</li></ol></li></ol></li></ol>



	<ol style="list-style-type: none"> <li>2. Legal and regulatory hurdles</li> <li>3. Exchange rate fluctuations</li> <li>4. Supply chain complexities</li> <li>5. Managing a global workforce</li> </ol> <p>4. Real-World Examples (5 minutes)</p> <ol style="list-style-type: none"> <li>1. Coca-Cola: Uses a transnational strategy, adapting marketing and product taste locally while maintaining global brand consistency.</li> <li>2. IKEA: Applies a global strategy by offering standardized products globally but localizing operations and marketing in countries like India.</li> <li>3. Tata Motors (Jaguar Land Rover): Strategic acquisition of global brands for market expansion and technological advancement.</li> </ol>
<b>Closure</b>	<ul style="list-style-type: none"> <li>• Recap Key Points: <ul style="list-style-type: none"> <li>○ Importance of strategic planning in global markets</li> <li>○ Types of strategies and entry modes</li> <li>○ Real-life business strategy examples</li> </ul> </li> <li>• Homework/Assignments: Choose a multinational company (e.g., Amazon, Samsung, Tata, Unilever). Prepare a short report (2–3 pages) analyzing: Challenges it has faced in international markets.</li> </ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ul style="list-style-type: none"> <li>• “What are the various Market entry methods for organizations in international markets?” (5 minutes)</li> </ul>

<b>Lesson Plan No. 5.3</b>	<b>Course Name: International Business</b> <b>Topic: International Marketing Strategies</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> <li>A. Understand the concept and scope of international marketing strategies.</li> <li>B. Identify different types of international marketing strategies.</li> <li>C. Analyze the factors influencing international marketing decisions.</li> <li>D. Evaluate real-world applications of international marketing strategies.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>a. Power Point Presentation</li> </ol>



<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ul style="list-style-type: none"><li>• Icebreaker Question "Have you noticed how global brands like Coca-Cola, Nike, or Samsung market themselves differently in different countries?"</li><li>• Brief Overview: Introduce International Marketing Strategy as the process used by firms to market their products or services across international borders, balancing standardization and adaptation.</li><li>•</li></ul></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>1. Definition &amp; Scope (5 minutes)<ol style="list-style-type: none"><li>1. Definition: International marketing strategy refers to the firm's planned approach to marketing its products or services globally, either using a standardized or adaptive approach.</li><li>2. Scope: Includes product development, pricing, distribution, and promotional strategies adapted to global markets.</li></ol></li><li>2. Types of International Marketing Strategies</li><li>3. Class Activity (5 minutes)<ol style="list-style-type: none"><li>1. Group Discussion:<ol style="list-style-type: none"><li>1. Choose a global brand (e.g., KFC, IKEA, Nike). Discuss: What international marketing strategy does it use?</li><li>2. Students can form pairs or small groups and quickly present their thoughts.</li></ol></li></ol></li></ol></li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Recap Key Points:<ul style="list-style-type: none"><li>○ International marketing requires strategic decisions.</li><li>○ Companies must balance global efficiency and local responsiveness.</li><li>○ Choice of strategy depends on multiple environmental factors</li></ul></li><li>• Homework/Assignments: Select a multinational brand and analyze: Its international marketing strategy</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ul style="list-style-type: none"><li>• "Which marketing strategy (global or local) do you think is more effective today—and why?" (5 minutes)</li></ul>



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<b>Lesson Plan No. 5.4</b>	<b>Course Name: International Business</b> <b>Topic: International Marketing Strategies</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Understand the concept and scope of international marketing strategies. B. Identify different types of international marketing strategies. C. Analyze the factors influencing international marketing decisions. D. Evaluate real-world applications of international marketing strategies.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li>1. Introduction (05 minutes): <ul style="list-style-type: none"> <li>• Icebreaker Question "Have you noticed how global brands like Coca-Cola, Nike, or Samsung market themselves differently in different countries?"</li> <li>• Brief Overview: Introduce International Marketing Strategy as the process used by firms to market their products or services across international borders, balancing standardization and adaptation.</li> <li>• </li> </ul> </li> <li>2. Development (30 minutes) <ol style="list-style-type: none"> <li>1. Types of International Marketing Strategies</li> <li>2. Key Factors Influencing Strategy Choice (5 minutes) <ol style="list-style-type: none"> <li>1. Cultural Differences – values, customs, language. E.g., Pepsi’s slogans misinterpreted in China.</li> <li>2. Economic Environment – income levels, inflation, economic stability</li> <li>3. Legal &amp; Political Environment – advertising laws, packaging regulations</li> <li>4. Technological Landscape – digital adoption, communication tools</li> <li>5. Consumer Preferences – local buying habits, values, traditions</li> </ol> </li> <li>3. Elements of the Marketing Mix in Global Context (5 minutes) <ol style="list-style-type: none"> <li>1. Product – Standard vs. Adapted (e.g., Oreo</li> </ol> </li> </ol> </li> </ol>



	<p>flavors in Asia)</p> <ol style="list-style-type: none"> <li>2. Price – Penetration, skimming, regional pricing strategies</li> <li>3. Place (Distribution) – Local retail channels, e-commerce platforms</li> <li>4. Promotion – Language, imagery, media habits (e.g., influencer marketing in Korea)</li> </ol> <p>4. Class Activity (5 minutes)</p> <ol style="list-style-type: none"> <li>1. Group Discussion:             <ol style="list-style-type: none"> <li>1. Choose a global brand (e.g., KFC, IKEA, Nike). Discuss: How does it adapt its marketing mix in a specific country?</li> <li>2. Students can form pairs or small groups and quickly present their thoughts.</li> </ol> </li> </ol>
<b>Closure</b>	<ul style="list-style-type: none"> <li>• Recap Key Points:             <ul style="list-style-type: none"> <li>○ International marketing requires strategic decisions.</li> <li>○ Companies must balance global efficiency and local responsiveness.</li> <li>○ Choice of strategy depends on multiple environmental factors</li> </ul> </li> <li>• Homework/Assignments: Select a multinational brand and analyze: Adaptations in a specific foreign market</li> </ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ul style="list-style-type: none"> <li>• "Which marketing strategy (global or local) do you think is more effective today—Success or failure with justification?" (5 minutes)</li> </ul>

<b>Lesson Plan No. 5.5</b>	<b>Course Name: International Business</b> <b>Topic: EPRG Orientation</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> <li>A. Define the EPRG framework and understand its significance in international business.</li> <li>B. Differentiate between the four orientations: Ethnocentric,</li> </ol>
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	<p>Polycentric, Regiocentric, and Geocentric.</p> <p>C. Identify real-world examples for each orientation.</p> <p>D. Analyze how EPRG orientation influences international business decisions and organizational structure.</p>
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ul style="list-style-type: none"><li>• Icebreaker Question "Why do you think some global companies treat foreign markets the same as their home markets, while others operate very differently?"</li><li>• Brief Overview: Introduce the <b>EPRG Framework</b> as a strategic approach developed by Howard Perlmutter that helps multinational companies define their operations and orientation towards international markets.</li><li>•</li></ul></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>1. Definition of EPRG Framework (5 minutes)<ol style="list-style-type: none"><li>1. EPRG stands for:<ol style="list-style-type: none"><li>1. Ethnocentric</li><li>2. Polycentric</li><li>3. Regiocentric</li><li>4. Geocentric</li></ol></li><li>2. Detailed Explanation of Each Orientation with Examples</li><li>3. When and Why Companies Choose Each Orientation (5 minutes)<ol style="list-style-type: none"><li>1. Ethnocentric: New exporters, limited global experience</li><li>2. Polycentric: Established in multiple markets, respecting local needs</li><li>3. Regiocentric: Efficient for regions with cultural/economic similarity (e.g., EU, ASEAN)</li><li>4. Geocentric: Mature MNCs aiming for integration and synergy</li></ol></li></ol></li><li>4. Class Activity (5 minutes)<ol style="list-style-type: none"><li>1. Group Discussion:<ol style="list-style-type: none"><li>1. Divide the class into 4 groups. Assign one EPRG orientation to each group.</li><li>2. Ask them to: Identify a company that</li></ol></li></ol></li></ol></li></ol>



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	follows that orientation. 3. Discuss how it impacts their product or HR strategy.
<b>Closure</b>	<ul style="list-style-type: none"> <li>Recap Key Points: <ul style="list-style-type: none"> <li>As businesses expand internationally, choosing the right orientation helps them balance control, responsiveness, and integration.</li> </ul> </li> <li>Homework/Assignments: Choose an MNC and analyze: Which EPRG orientation it follows</li> </ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ul style="list-style-type: none"> <li>Which orientation do you think is best for today's globalized world? (5 minutes)</li> </ul>

<b>Lesson Plan No. 5.6</b>	<b>Course Name: International Business</b> <b>Topic: Global brands: Standardisation - Localisation Approach</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> <li>Define global branding and distinguish between standardisation and localisation strategies.</li> <li>Identify the advantages and disadvantages of both approaches.</li> <li>Analyze real-world examples of companies using each approach.</li> <li>Evaluate which strategy is better suited for different industries or market situations.</li> </ol>
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li>Introduction (05 minutes): <ul style="list-style-type: none"> <li>Icebreaker Question "Do you think a brand like McDonald's should sell the same burgers in India as in the USA? Why or why not?"</li> <li>Brief Overview: Introduce global branding as the effort to market a product or service under a consistent brand image worldwide. Explain the key challenge: <ol style="list-style-type: none"> <li>Should companies keep their branding uniform (standardisation)?</li> <li>Or should they adapt to local preferences</li> </ol> </li> </ul> </li> </ol>



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	<p>(localisation)?</p> <ol style="list-style-type: none"><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>1. Concept Explanation (10 minutes)<ol style="list-style-type: none"><li>1. Strategy</li><li>2. Key Features</li></ol></li><li>2. Advantages and Disadvantages (5 minutes)</li><li>3. Real-World Examples (15 minutes)<ol style="list-style-type: none"><li>1. Standardisation Examples<ol style="list-style-type: none"><li>1. Apple: Same sleek design, features, and brand communication across markets.</li><li>2. Nike: Uses consistent brand messaging (Just Do It), celebrity endorsements worldwide.</li></ol></li><li>2. Localisation Examples<ol style="list-style-type: none"><li>1. McDonald's: Offers McAloo Tikki in India, Teriyaki Burger in Japan.</li><li>2. Coca-Cola: Adjusts flavor, packaging, and even advertising messages to local culture.</li></ol></li><li>3. Hybrid Approach<ol style="list-style-type: none"><li>1. Unilever: Dove's brand positioning is consistent (Real Beauty), but the message is adapted culturally.</li><li>2. KFC: Core product (fried chicken) remains, but recipes and sides vary across countries.</li></ol></li></ol></li><li>4. Class Activity (5 minutes)<ol style="list-style-type: none"><li>1. Split the class into small groups. Assign each group a global brand (e.g., IKEA, Pepsi, Starbucks, Samsung).<ol style="list-style-type: none"><li>1. Identify whether the brand follows standardisation, localisation, or a mix.</li><li>2. Justify with examples from products, advertising, or branding.</li><li>3. Each group shares one key point with the class.</li></ol></li></ol></li></ol></li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Recap Key Points:<ul style="list-style-type: none"><li>○ Why do some companies choose localisation over standardisation?</li></ul></li></ul>



	<ul style="list-style-type: none"><li>○ Can a company succeed by doing both?</li><li>● Homework/Assignments: Choose a global brand of your choice and analyze: Its global branding strategy: Standardised, Localised, or Hybrid</li></ul>
<b>Evaluation</b>	Quick quiz or verbal Q&A session: <ul style="list-style-type: none"><li>● Why do some companies choose localisation over standardisation? (5 minutes)</li></ul>

<b>Lesson Plan No. 5.7</b>	<b>Course Name: International Business</b> <b>Topic: Emerging Trends in International Business</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"><li>A. Identify the key emerging trends reshaping international business.</li><li>B. Explain the causes and implications of these trends on global trade and business strategy.</li><li>C. Analyze real-world examples of companies adapting to these changes.</li><li>D. Evaluate how these trends may evolve and influence future international business decisions.</li></ul>
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<ol style="list-style-type: none"><li>1. Introduction (05 minutes):<ul style="list-style-type: none"><li>● Icebreaker Question "Have you noticed how businesses are going global in new ways today? What changes have you seen or experienced?"</li></ul><p>Brief Overview: Introduce the theme: International business is rapidly evolving due to technological advances, geopolitical changes, climate concerns, digital transformation, and more. Today, we'll explore key trends shaping this evolution.</p></li><li>2. Development (30 minutes)<ol style="list-style-type: none"><li>1. Key Emerging Trends (20 minutes)<ul style="list-style-type: none"><li>● Digital Globalization</li><li>● Technological Advancements</li></ul></li></ol></li></ol>



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	<ul style="list-style-type: none"><li>• E-commerce and Direct-to-Consumer (D2C)</li><li>• Sustainability and Green Trade</li><li>• Geopolitical Shifts and Trade Protectionism</li><li>• Rise of Regional Trade Blocs</li><li>• Remote Work and Virtual Teams</li><li>• Global Startups and Born Globals</li></ul> <p>2. Implications for Businesses (10 minutes)</p> <ol style="list-style-type: none"><li>1. Businesses must adapt strategies quickly, stay compliant, and innovate.</li><li>2. New skills required in international marketing, law, technology, and logistics.</li><li>3. Risk management becomes critical—economic, cyber, political.</li></ol> <p>3. Class Activity (5 minutes)</p> <ol style="list-style-type: none"><li>1. Small Group Task:<ul style="list-style-type: none"><li>• Each group selects one trend and answers: How does this trend affect companies wanting to go global?</li><li>• Give a real-life example of a company responding to this trend.</li><li>• Each group presents their answer in 1 minute.</li></ul></li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Recap Key Points:<ul style="list-style-type: none"><li>○ Trends such as digitalization, sustainability, and geopolitics are major forces.</li><li>○ Adapting to these changes is key to international success.</li></ul></li><li>• Homework/Assignments: Choose a one emerging trend and analyze its impact on at least two global companies.</li></ul>
<b>Evaluation</b>	<p>Quick quiz or verbal Q&amp;A session:</p> <ul style="list-style-type: none"><li>• “Which of today’s trends do you think will most strongly shape the future of global business?” (5 minutes)</li></ul>



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<b>Lesson Plan No. 5.8</b>	<b>Course Name: International Business</b> <b>Topic: Contemporary Issues in International Business</b>	<b>Course No.: BBAMJ-603</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  A. Identify major contemporary issues impacting international business today. B. Understand the implications of these issues on multinational firms and global trade. C. Analyze real-world examples and evaluate how companies are responding to these challenges. D. Engage in critical thinking about the future of international business in a rapidly changing world.
<b>Teaching Aids (if any)</b>	a. Power Point Presentation
<b>Teaching Development</b>	<p>1. Introduction (05 minutes):</p> <ul style="list-style-type: none"><li>Icebreaker Question "What's one recent global event or issue you think affects international businesses today?"</li></ul> <p>Brief Overview: Introduce the idea that international business today faces a dynamic set of challenges and disruptions—from political conflicts and protectionism to sustainability demands and digital transformation.</p> <p>2. Development (30 minutes)</p> <p>1. Key Contemporary Issues (20 Minutes)</p> <ul style="list-style-type: none"><li>Geopolitical Instability</li><li>Supply Chain Disruptions</li><li>Rising Protectionism and Trade Wars</li><li>Digital Transformation and E-commerce</li><li>Sustainability and ESG Pressure</li><li>Reshoring and Nearshoring</li><li>Currency Fluctuations and Inflation</li><li>Cybersecurity and Data Privacy</li></ul> <p><b>2. Impact on Business Strategy (10 Minutes)</b></p>



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	<ol style="list-style-type: none"><li>1. <b>Adaptation Needs:</b><ul style="list-style-type: none"><li>• Diversifying suppliers and markets</li><li>• Localizing operations</li><li>• Investing in digital resilience and sustainable practices</li></ul></li><li>2. <b>Examples:</b><ul style="list-style-type: none"><li>• <b>Apple</b> reshoring some production to reduce dependency on China</li><li>• <b>Starbucks</b> adapting to local cultural and political contexts (e.g., Middle East responses)</li><li>• <b>IKEA</b> redesigning supply chains for sustainability and efficiency</li></ul></li></ol> <ol style="list-style-type: none"><li>2. Class Activity (5 minutes)<ol style="list-style-type: none"><li>1. Group Discussion:<ol style="list-style-type: none"><li>1. Each group picks one issue and discusses:</li><li>2. How does this issue affect international business decisions?</li><li>3. What strategies can companies use to address it?</li><li>4. Groups share insights briefly with the class.</li></ol></li></ol></li></ol>
<b>Closure</b>	<ul style="list-style-type: none"><li>• Recap Key Points:<ul style="list-style-type: none"><li>○ International business faces complex and evolving issues.</li><li>○ Resilience, agility, and innovation are key to navigating them.</li></ul></li><li>• Homework/Assignments: Pick one multinational company and discuss a contemporary issue it has faced in international markets. How it responded to the issue</li></ul>
<b>Evaluation</b>	Quick quiz or verbal Q&A session: <ul style="list-style-type: none"><li>• "In this global era, adaptability isn't just a strategy—it's survival." (5 minutes)</li></ul>