



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

INTERNATIONAL BUSINESS								
I YEAR II SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
		L	T	P		C	CIE	SEE
25MB015C	CORE	3	0	-	3	40	60	100
Contact Classes:45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Basic concepts of Management								

COURSE OVERVIEW:

This course provides a comprehensive understanding of the concepts, principles, and theories governing International Business. It explores the drivers of globalization, international trade theories, and the complexities of the global business environment, including cultural, political, and technological factors. Students will examine regional economic integrations, multilateral trade agreements, and the strategic and structural frameworks required for global operations. The course further highlights international production, marketing, finance, and human resource activities, emphasizing the challenges of managing cross-cultural issues in a globalized economy.

COURSE OBJECTIVES:

- To outline the concepts, principles and theories of International Business.
- To impart knowledge of International Trade Theories and foreign trade.
- To orient on the aspects of various Regional Economic Integrations and Multilateral Trade Agreements.
- To elucidate on the elements of Strategy & Structure in International Business
- To highlight the role played by various international agencies in International Business Operations with emphasis on cross-cultural issues.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Understand the concepts, principles and theories of International Business.
2. Interpret various International Trade Theories and foreign trade.
3. Categorize various Regional Economic Integrations and Multilateral Trade Agreements.
4. Understand the Strategy and Structure of International Business with the help of Value Chain Analysis, Environmental Scanning, Strategic Alliances.
5. Gain knowledge of the contribution of various international agencies in International Business Operations.

Unit – I: Introduction to International Business: Need for International Business, Drivers of Globalization, Distinction between Domestic and International Business, International Business Approaches, Modes of International Business, Impediments in International Business, Opportunities and Challenges of International Business, Ease of Doing Business (World Bank), Multinational Corporation(MNCs),International Business Environment: Cultural, Political, Social and Technological Environment.

Unit – II: International Trade Theories: Classical Theories: Mercantilism, Absolute Advantage Theory, Comparative Advantage Theory and Factor Endowment Theory. Modern Theories: Country Similarity Theory, Product Life Cycle Theory, New Trade Cycle Theory and National Competitive Advantage Theory. India’s Foreign Trade, Foreign Direct Investment in India, Balance of Payments.

Unit – III: International Business and Economic Integration: Levels of Economic Integration, Benefits and Challenges of Economic Integration, Free Trade Agreement (FTA), The Customs Union, The Common Market, The Economic Union. Arguments Surrounding Economic Integration, Regional Economic Groups: European Union, NAFTA, ASEAN, SAARC, QUAD and G8, Rise of BRICS. Multilateral Trade Agreements: GAAT, WTO, TRIPS and TRIMS, UNCTAD. International Trade Policy of India. Recent Trade- Tarriff Wars.

Unit – IV: Strategy and Structure of International Business: Environmental Analysis, Value Chain Analysis, Types of Strategies, Strategy Implementation Process, Control and Evaluation, Strategic Alliances, Nature, Benefits, Pitfalls of Strategic Alliances, Scope of Strategic Alliance, Alliance Development Process, Economic Considerations for Strategic Alliances. Choosing an Organizational Design Structure, Issues in Global Organizational Design.

Unit – V: International Business Operations: Issues involving International Production: Sourcing and Vertical Integration. Major Activities in International Marketing: Brand Decisions. Issues of International Financial management: Forex Market, International Monetary System, International Financial Markets, Export Financing. Managing International HR Activities: HR Planning, Recruitment and selection, Expatriate Selection and Training. Cross Cultural Issues in International Business.

TEXT BOOKS:

1. Michael R. Czinkota, Ilkka A. Ronkainen, Suraksha Gupta, International Business, Cambridge University Press, 9e, 2021.
2. K Ashwatappa, International Business, Mc Graw Hill, 6e,2019.
3. Charles W. L Hill, G. Thomas M Hult, Rohit Mehtani, International Business, Mc Graw Hill,11e, 2019.

REFERENCE BOOKS:

1. Mike W. Peng, Global Business, Cengage, 5e, 2025
2. Ehud Menipaz, Amit Menipaz and Shiv S Tripathi, International Business – Theory and Practice, Sage Publishers, 1e, 2017.
3. Sanjay Misra, P.K. Yadav, International Business: Text & Cases, PHI, 2009.
4. Rakesh Mohan Joshi, International Business, Oxford University Press, 2009.
5. Subba Rao, International Business, Himalaya Publications, 2007.

ELECTRONIC RESOURCES:

1. World Bank - Ease of Doing Business: www.doingbusiness.org
2. World Trade Organization (WTO): www.wto.org
3. United Nations Conference on Trade and Development (UNCTAD): unctad.org
4. International Monetary Fund (IMF): www.imf.org
5. Directorate General of Foreign Trade (DGFT), India: dgft.gov.in

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

