

Course Type	Course Code	Name of the Course	L	T	P	Credit
DE	EMSD508	Managing International Business	3	0	0	3

Course Objective			
<ul style="list-style-type: none"> <li>The course familiarises the students with the concepts, importance and dynamics of international business and India's involvement with global business</li> <li>The course provides an understanding of theoretical foundations of international business to the extent these are relevant to the global business operations and developments</li> </ul>			
Learning Outcome			
<ul style="list-style-type: none"> <li>To provide an explanation of key concepts of international business</li> <li>To create an understanding of changing scenario of international business</li> <li>To provide the skills required to understand and analyse complex issues in international trade involving foreign exchange</li> </ul>			
Unit No	Topics to be covered	Lecture hours	Learning Outcomes
1	Introduction to International Business: domestic versus international market challenges of a business; Globalization; PESTLE analysis for International Business.  <i>Case Studies on globalization and Pestle analysis</i>	10	Understand key terms in international business global market place
2	Basis of international trade: Trade theories: absolute and comparative advantage, HO theory, competitive advantage; product life cycle theory  <i>Case studies on changing dynamics of international trade</i>	12	Understand the theoretical explanations of international business
3	Entry strategy and strategic alliances, exporting importing and countertrade, global production and global marketing.  <i>Case studies on entering in global market place</i>	10	Understand the various dimensions of international business
4	Foreign exchange market: determination of exchange rate; spot versus forward markets, arbitrage and hedging in forex market, global capital market- FPI and FDI, International monetary system  <i>Case studies on mitigating forex risks</i>	10	Understand the function of forex markets and its instruments
	Total Lectures	42	

#### Recommended Textbook:

- Charles W L Hill, G Thomas Hult and Rohit Mehtani (2018). International Business: Competing in the Global Marketplace (SIE) | 11th Edition, McGraw Hill Education.