



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration /  
Bachelor of Business Administration (Honours /Honours with Research) /  
Master of Business Administration (Integrated)

Level: UG

Course / Subject Code: BB04001041

Course / Subject Name : Orientation to International Business

|                         |                  |
|-------------------------|------------------|
| w. e. f. Academic Year: | 2025-26          |
| Semester:               | 4                |
| Category of the Course: | Core Course (CC) |

|                      |                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Prerequisite:</b> | --                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Rationale:</b>    | Most of today's businesses have lot of opportunities when they start venturing beyond national borders. This venture needs the businesses to understand the practices for International Business. This course provides opportunity to be aware of International Business, its origins, environment, functions and important economic organisations that shape the International Business. |

## Course Outcome:

After Completion of the Course, Student will able to:

| No | Course Outcomes                                                                                                       | RBT Level |
|----|-----------------------------------------------------------------------------------------------------------------------|-----------|
| 01 | To understand reasons for the importance of International Business and benefits of International Business for a firm. | R,U       |
| 02 | Analyse International Business environment and understand role of International Economic Organisations                | U, N      |
| 03 | Explain International Business strategy and the firm's structure relevant to the strategy                             | R,A       |
| 04 | Understand and evaluate role of different business functions from the perspective of International Business           | U, E      |

\*Revised Bloom's Taxonomy (RBT)

## Teaching and Examination Scheme:

| Teaching Scheme<br>(in Hours) |   |    | Total Credits<br>L+T+ (PR/2) | Assessment Pattern and Marks |             |                      |         | Total<br>Marks |
|-------------------------------|---|----|------------------------------|------------------------------|-------------|----------------------|---------|----------------|
| L                             | T | PR | C                            | Theory                       |             | Tutorial / Practical |         |                |
|                               |   |    |                              | ESE (E)                      | PA / CA (M) | PA/CA (I)            | ESE (V) |                |
| 3                             | 1 | 0  | 4                            | 70                           | 30          | 50                   | 0       | 150            |



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## Course Content:

| Unit No. | Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | No. of Hours | % of Weightage |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------|
| 1.       | <b>Dynamics of International Business (IB):</b> <ul style="list-style-type: none"><li>• Definition of IB,</li><li>• Difference between International and domestic business,</li><li>• Challenges for IB,</li><li>• Benefits of IB,</li><li>• India's present scenario with reference to IB.</li></ul>                                                                                                                                                                                                    | 10           | 20             |
| 2.       | <b>International Business (IB) Environment:</b> <ul style="list-style-type: none"><li>• International Trade theories: Mercantile and Neo mercantile theory, Absolute &amp; Comparative Advantage theory, Factor Endowment and Factor mobility theory, PLC theory</li><li>• International Business Environment: PESTEL analysis</li><li>• International Economic Organisations: IMF, World bank, UNCTAD, WTO</li><li>• Regional Trade Blocks: PTA &amp; FTA, EU, NAFTA, SAARC, ASEAN, GCC, SACU</li></ul> | 13           | 30             |
| 3.       | <b>Strategies &amp; Structure of International Business (IB):</b> <ul style="list-style-type: none"><li>• Reasons of expansion to IB,</li><li>• Modes of entry in International Trade: Direct &amp; Indirect export, Licensing, Franchising, Joint Ventures, Wholly Owned Subsidiaries,</li><li>• IB strategies: International, Transnational, Global, multi domestic</li><li>• Organisations' structures for IB: Functional, Divisional, matrix, hybrid, transnational</li></ul>                        | 11           | 25             |
| 4.       | <b>International Business (IB) Functions:</b> <ul style="list-style-type: none"><li>• International HRM (IHRM): Role &amp; nature of IHRM, cross cultural issues, recruitment, training and compensation, expatriate issues</li><li>• International Finance: International Monetary system, FOREX, Balance of payment, FDI</li><li>• International Marketing: Segmentation, Targeting &amp; Positioning for International consumers, marketing mix for International buyers,</li></ul>                   | 11           | 25             |



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|              |                                                                                                                                                                                                               |           |            |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|
|              | <ul style="list-style-type: none"><li>International Operations: Sourcing of raw materials and production, Out sourcing production, Logistics &amp; supply chain issues, Service operations,</li></ul>         |           |            |
| 5.           | <ul style="list-style-type: none"><li>Case studies on the topics mentioned in the modules</li><li>Identify a firm doing International Business and study its operations relevant to various topics.</li></ul> | 15        | CEC        |
| <b>Total</b> |                                                                                                                                                                                                               | <b>60</b> | <b>100</b> |

## Suggested Specification Table with Marks (Theory):

| Distribution of Theory Marks (in %) |         |         |         |         |         |
|-------------------------------------|---------|---------|---------|---------|---------|
| R Level                             | U Level | A Level | N Level | E Level | C Level |
| 20                                  | 20      | 10      | 10      | 10      | 0       |

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

1. Global Business by Mike Peng & Deepak Srivastava, publisher: Cengage
2. International Business by Aswathappa publisher: McGraw-Hill
3. International Business by Czinkota, Ronakainen and Moffet publisher: Wiley
4. International Business by John Daniels, Lee Radebaugh, Daniel Sullivan & Prashant Salwan publisher: Pearson

## CO- PO Mapping:

| Semester 4      | Course Name : Orientation to International Business |     |     |     |     |
|-----------------|-----------------------------------------------------|-----|-----|-----|-----|
|                 | POs                                                 |     |     |     |     |
| Course Outcomes | PO1                                                 | PO2 | PO3 | PO4 | PO5 |
| CO1             | -                                                   | 1   | -   | -   | 3   |
| CO2             | 2                                                   | 1   | -   | -   | 1   |
| CO3             | 2                                                   | 2   | 1   | -   | -   |
| CO4             | 3                                                   | 3   | 1   | -   | 1   |

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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