

UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
150E2A	International Business	Generic Elective		-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To familiarize students with basic concepts of International Business										
CLO2	To impart knowledge about theories of international trade										
CLO3	To know the concepts of foreign exchange market and foreign direct investment										
CLO4	To understand the global environment										
CLO5	To gain knowledge on the Contemporary Issues of International Business										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.							12	CLO1		
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.							12	CLO2		
III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.							12	CLO3		
IV	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.							12	CLO4		
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.							12	CLO5		
Total								60			

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	
CO1	Discuss the modes of entry to International Business	PO1, PO5, PO6
CO2	Explain international trade theories	PO3, PO4, PO5
CO3	Understand Foreign exchange market and FDI	PO1, PO2
CO4	Outline the Global Business Environment	PO4, PO5, PO6
CO5	Identify the relevance of international institutions and trading blocs.	PO7, PO8
Reading List		
1.	Gupta CB, International Business, S Chand & Co. Ltd, 2014	
2.	Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.	
3.	Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.	
4.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010	
5.	Paul, J., International Business, 5th Edition, PHI Learning, 2010	
References Books		
1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.	
2.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.	
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4 th edition, Pearson ,2017	
4.	Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020	
5.	SubbaRaoP, International Business, (Text and Cases), Himalaya Publishing House, 2016	
Web Resources		
1	https://online.hbs.edu/blog/post/international-business-examples	
2	https://saylordotorg.github.io/text_international-business	
3	https://www.imf.org/en/home	
4	https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/	
5	http://www.simplynotes.in/e-notes/mbabba/international-business-management/	

Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
Total			100 Marks

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Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M	M	M	S	S	M	M
CO 2	M	M	S	S	S	S	M	S
CO 3	S	S	M	M	M	S	M	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	M	M	M	M	S	S

S-Strong M-Medium L-Low

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	2
Weightage	15	15	15	15	14
Weighted Percentage of Course Contribution to Pos	3.0	3.0	3.0	3.0	2.8