



Introduction to International Business

BA (LAH) – Spring 2024

Course Information

Course Duration: Feb - May 2025

Credit Hours: 60

Meetings: 30 class sessions + 10 tutorials

Location: **Classroom, JSLH, Sonipat**

Prerequisites:

Equivalent Courses:

Exclusive Courses:

Instructor Information

Instructor: Prof. Surendar Singh

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Office:

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1. Course Description

This course will introduce students to the world of International Business. The course will enable students to understand the complexities and challenges involved in international business.

2. Course Intended Learning Objectives(Aim)

Course Intended Learning Outcomes	Teaching and Learning Activities	Assessments/ Activities
To examine the basic of international business in globalized world	Lecture, case study discussion, exercises.	Assignment
To examine the role of international business environment in a rapidly changing world.	Lecture, case study discussion, exercises.	Assignment/presentation/research paper
To develop a holistic understanding of multilateral trading system and investment policies in doing International Business	Lecture, case study discussion, exercises.	Assignment/presentation/research paper

3. Scheme of Evaluation and Grading

Evaluation breakup

Components	Marks
Mid Term (Quiz Assessment)	15
Presentation	20
Project	25
Final exam/essay	40

Percentage of Marks	Grade	Grade Value	GRADE DEFINITION
80 and above (8.0)	O	Outstanding	Exceptional knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas, rules and principles and extraordinary critical and analytical ability
75 – 79 (7.5)	A+	Excellent	Sound knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas, rules and principles and critical and analytical ability.

70 – 74 (7.0)	A	Very Good	Sound knowledge of the subject matter, excellent organizational capacity, ability to synthesize ideas, rules and principles, critically analyze existing materials and originality in thinking and presentation
65 – 69 (6.0)	A-	Good	Good understanding of the subject matter, ability to identify issues and provide balanced solutions to problems and good critical and analytical skills
60 – 64 (5.0)	B+	Fair	Average understanding of the subject matter, limited ability to identify issues and provide solutions to problems and reasonable critical and analytical skills.
55 – 59 (4.0)	B	Acceptable	Adequate knowledge of the subject matter to go to the next level of study and reasonable critical and analytical skills
50 – 54 (3.0)	B-	Marginal	Limited knowledge of the subject matter and irrelevant use of materials and, poor critical and analytical skills
Below 50	F	Fail	Poor comprehension of the subject matter; poor critical and analytical skills and marginal use of the relevant materials. Will require repeating the course

4. Academic Integrity and other policies

Papers

All papers should be on A4 pages, in Times New Roman, 12-point font with 1-inch margins and use footnotes to cite sources. All papers will be due on the date specified in the syllabus via e-mail to your section head. THERE ARE NO EXTENSIONS OR MAKE-UP FOR THESE ASSIGNMENTS AND NO EXCEPTIONS WILL BE MADE.

A Note on Classroom Punctuality/Conduct:

JSLH conducts all classes on a foundation of professionalism. It is expected that students should be present in class and seated within five minutes of the class start time. Students arriving after a ten-minute window from the designated start time will be refused entry/attendance. Please show courtesy to your instructors and co-learners by observing punctuality. Please also note that the seminar room is a place for free expression and critical

thinking and this comes with a responsibility on the part of students to respect opinions expressed and actively participate in the work of the classroom discussion.

A Note on Plagiarism:

In line with JGU policy, JSLH operates a zero-tolerance approach to Plagiarism. The unacknowledged use of material by others within your work is a violation of academic integrity and all reported cases will be investigated before potential disciplinary action. Instructors will address methods of citation and presentation within written work.

Disability Support and Accommodation Requirements:

JGU endeavors to make all its courses accessible to students. All students with a known disability needing academic accommodations are required to register with the Disability Support Committee dsc@jgu.edu.in or Dr Keerty Nakray knakray@jgu.edu.in. The Committee has so far identified the following conditions that could possibly hinder student's overall well-being. These include: physical and mobility related difficulties; visual impairment; hearing impairment; medical conditions; specific learning difficulties e.g. dyslexia; mental health. The Disability Support Committee maintains strict confidentiality in its discussions.

5. Keyword Syllabus

Business, International Business, Globalization, WTO

6. Course Material

Text Book

Morris et al.; International Business: Wiley Publication
Rakesh Mohan Joshi: International Business, Oxford University Press

Reference books

Thomas Friedman; The World is Flat
Globalization and its Discontents

Journals / Business Magazines

Journal of International Business Studies
Journal of World Trade
The Economist Magazine

Web Sources

<https://www.cia.gov/library/publications/the-world-factbook/>
<http://ycsg.yale.edu/>
<http://www.globalization101.org/>
<https://kof.ethz.ch/en/forecasts-and-indicators/indicators/kof-globalisation-index.html>

<https://www.wto.org/>

7. Session Plan

Session	General Topic	Readings	Approach/Pedagogy
Module 1: Changing nature of Globalization in 21st century			
1-3	The historical evolution of International Business, Why International Business? Difference between domestic and international business, Risks in International Business, Benefits of International Business	Morris et.al Ch.2 Case study Mahindra Tractors in Africa	Lecture, discussion, case discussion
4-7	Globalization and its drivers, globalization of markets, globalization of productions,	Morris et.al Ch.1 Caselet: Why did UK turn away from the EU	Lecture, discussion, ice-breaking exercise, case discussion
8-10	Emerging trends of deglobalization, protectionism, isolationism, economic nationalism: examples from USA and India The End of Globalization? Walking	Morris et.al Ch.1 Student Research & Discussion Case let : The destructive new logic that threatens globalization, The Economist, https://www.economist.com/leaders/2023/01/12/the-destructive-new-logic-that-threatens-globalisation	Lecture, discussion, ice-breaking exercise, case discussion Debate
Module 3: The Environment in International Business			
11-12	The Political Environment	Morris et.al Ch.3	Lecture, discussion
13-14	The Political Environment	Morris et.al Ch.3	Lecture, discussion
15-16	The Legal Environment	Morris et.al Ch.4	Lecture, discussion
17	Economic Systems	Morris et.al Ch.4	Lecture, discussion
18	Economic Systems	Morris et.al Ch.5	Lecture, discussion
19-20	The Cultural Environment	Morris et.al Ch.7	Lecture, discussion

Module 4: Trade Theories and WTO

21-22	The Cultural Environment	Morris et.al Ch.7	Lecture, discussion
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Module 5: Economic Integration, Investments and Supply Chains

23-24	International Economic Integration	Joshi Ch.221 Caselet: Rise of Regionalism in International Business and trade	Lecture, case discussion
25-26	Foreign Direct Investment, Types of FDI, Theories of FDI	Joshi Ch.491	Lecture, discussion

27 Mid-term exam – 2/Assignment

Module 5: Final presentations and course wrap-up

28-29	Final paper presentations by students
30	Course wrap-up and concluding observations and comments