

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT  
 MASTER IN BUSINESS ADMINISTRATION (MBA), SYLLABUS 2072 (2016)

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| <b>Course Title</b>        |                            | <b>International Business Strategy</b>  |
| <b>Course Code Number</b>  |                            | <b>MGT 536</b>  |
| <b>Credit Hours</b>        |                            | <b>03</b>   |
| <b>Year: II</b>            |                            | <b>Semester: III</b>  |
| <b>Course Objectives:</b>  |                            |   |
| <b>Main Objective</b>      |                            | This course aims to create an opportunity to students to understand the impact of differences in legal, socio-cultural, political, technological and economic regimes, evaluating international politics and economic risks, building and operating global networks, including entry mode choice. Topic like foreign exchange market exposes the uncertainty and risk associated in currency exchanges are the major focus of the course.   |
| <b>Enabling Objectives</b> |                            | After the completion of this course, the students will be able to: <ul style="list-style-type: none"> <li>• Characterize the nature of international business, important trends, and their impact on the domestic and global economy</li> <li>• Identify how cultural differences affect international business and ways of dealing with these differences in developing competitive strategies</li> <li>• Analyze a variety of real-life corporations and situations</li> <li>• Evaluate strategies and behaviors related to a multinational corporation's (MNC) global competitiveness in the areas of manufacturing, marketing, and human resource management</li> </ul> |
| <b>Learning Unit (LU)</b>  | <b>Learning Hours (LH)</b> | <b>Contents</b>   |
| <b>LU 1</b>                | <b>6</b>                   | <b>Introduction to International Business</b><br>Introduction to International Business and Globalization, Globalization and business Today, National differences in political economy and culture, Risk in IB, Challenges and complexities of International Business, Modes of International Business, Case Study  |
| <b>LU 2</b>                | <b>6</b>                   | <b>International Trade theories</b><br>Mercantilists' Version, Classical Approach, Factor Proportion Theory, Neo-Factor Proportions Theory, Country Similarity Theory, National Competitive Advantages, Gains from Trade, Terms of Trade, Case study  |
| <b>LU 3</b>                | <b>7</b>                   | <b>Foreign Direct Investment and Balance of Payment</b><br>Theories of FDI, Benefits and Costs, MNCs and it's Control, Structure of Balance of Payment, Equilibrium, Disequilibrium and adjustment, Exporting, Importing and Counter Trade, Case Study  |
| <b>LU 4</b>                | <b>6</b>                   | <b>International Business Environment</b><br>National Regulation of International Business, Multilateral regulation of Trade and Investment, Regional Economic Integration, Political and Legal Environment, Economic Environment, Socio-Cultural and Ethical, Environment, International Financial, Environment: Exchange rates, International Financial Markets: Determination of Exchange rates, Case Study  |
| <b>LU 5</b>                | <b>7</b>                   | <b>Foreign market entry strategies</b><br>Entering in foreign market, Country evaluation and selection; factors   |

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|                   |          | <p>affecting foreign investment decisions; impact of FDI on home and host countries; types and motives for foreign collaboration; control mechanisms in IB.</p> <p>Entry into foreign markets, entry strategies and Modes of International Business (Direct export, licensing and franchising, contract manufacturing, foreign assembly, strategic alliances and joint ventures, merger and acquisition, Greenfield investment and); Challenges and complexities of International Business, Case Study</p>   |
| <b>LU 6</b>       | <b>8</b> | <p><b>Strategy of International Business</b></p> <p>Global Production, Outsourcing and logistics, Global Technology Market, Country Evaluation and Selection, Export and Import Strategies, Direct Investment and Collaborative Strategies, International Market Strategy, Global Human Resource Management, International Investment and Financing Strategy, International Taxation and Accounting, Case Study</p>  |
| <b>LU 7</b>       | <b>3</b> | <p><b>International marketing system</b></p> <p>Assessing and analyzing the markets: market screening and segment screening; Complexities of international marketing; Marketing mix: product, pricing, promotion, distribution and channel selection; Importance of international marketing research; international marketing plan and strategies, Case Study</p>  |
| <b>LU 8</b>       | <b>5</b> | <p><b>Nepal and Global Business System</b></p> <p>Unilateral preferential trading arrangement; GSP, AGOA, Cotonou Agreement of EU/ACP etc, Bilateral trade and investment treaties; concepts, The regional economic integration (REI) or trade blocs: What is REI? Why countries join REI? Different levels or types of REI; The effects of REI – dynamic, static, trade creation, trade diversion; Brief assessment of – SAFTA, BIMSTEC, ASEAN-FTA, EU and NAFTA; BIPPA and Multilateral integration or international arrangement: Introduction, principle, functions, opportunities and challenges of WTO, UNCTAD and ITC. Case Study</p>  |
| <b>References</b> |          | <ol style="list-style-type: none"> <li>1. Daniels, J. D. and H. LEE Radesbaugh, International Business-Environment and Operations (New Delhi; Pearson Education).</li> <li>2. Hill, Charles W.L., International Business-competency in the Global Marketplace (New Delhi: Tata McGraw Hill).</li> <li>3. Sundaram, Anant K and Steward J. Black, The International Business Environment: Text and Cases (New Delhi: Prentice Hall of India).</li> <li>4. Sharan, V., International Business: Concept, Environment and Strategy (new Delhi; Pearson Education).</li> <li>5. Beth V. Yarbrough and Robert H. Yarbrough, The World Economy – Trade and Finance Thomson Learning Singapore.</li> </ol> |

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination