



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under section 3 of the UGC Act 1956)

Re - accredited by NAAC with 'A' Grade

Founder: Prof. Dr. S. B. Mujumdar, M.Sc., Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

(Established under section 3 of the UGC Act 1956, by notification No.F.9-12/2001-U3
Government of India)

Sub Committee for Curriculum Development International Business Specialization

Course Name: International Business and Global Strategy

Course Code: T2397

(UG/PG): PG

Number of Credits: 2

Level: 4

Learning Objective(s):

- 1. Analyse the economic, political and social factors affecting International Business in various markets of the world**
- 2. Construct specialized knowledge of business in one geographical region of the world**
- 3. Compare and contrast business strategies in different contexts**

Pedagogy:

- 1. Self-study and research**
- 2. Interviews with expertise in different regions**
- 3. One-on-one guidance (between Faculty and student)**

Pre-learning:

Foundation courses in International Business

Course Outline

S.No.	Topic	Hours
1	Introduction: Area Studies and International Business	2
2	State-Market Relations in Various Countries	4
3	Presentations on Selected Countries/Regions	6
4	Guest lectures by business leaders/experts on selected regions	4
5	Topic/case study by each student focusing on selected region	4
6	One-on-one interaction with Faculty	6
7	Presentation on India and the selected region: prospects and challenges for business	4
Total		30

Books/Articles Recommended

Gilpin, R. (2001), *Global Political Economy: Understanding the International Economic Order*, Princeton: Princeton University Press

Rugman, A.M. (ed., 2008), *The Oxford Handbook of International Business*, New York: Oxford University Press

Goldsmith, Arthur A. *Business, Government, Society: The Global Political Economy*, Richard D. Irwin, 1996.

Sylvia Maxfield and Ben Ross Schneider, *Business and the State in Developing Countries* (1997)

Suggested Evaluation Methods:

Presentations

Parallel/Similar courses the existing curriculum:

S.No.	Name of the course	Institute where it was offered

Name of Member	Dr.AnithaRamanna-Pathak	Dr. Ratna P. A	Prof SmitaSantoki	Prof .Ishita Dutt	Prof. Deepak Havaldar
Designation	Adjunct Faculty	Assistant Professor	Assistant Professor	Assistant Professor	Assistant Professor
Org. / Inst.	SIIB	SIOM	SIIB	SCMS	SCMS
Signature					

Name of the Expert: Dr. Anitha Ramanna-Pathak

Signature:

Date: