



# DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

## INTEGRATED MASTER OF BUSINESS ADMINISTRATION

**Course Title: International Business**

<p><b>Course Code:</b> MBI-CC- 901</p>	<p><b>Max. Marks</b> = 100(Mid-term = 50, End-term = 50) <b>Credits:</b> 4 (L = 3, P = 0, T = 1)</p>
<p><b>Course Objective:</b> <i>To provide students with a comprehensive understanding of the key concepts, theories, and practices of conducting business in a global context.</i></p>	
<p><b>Course Outcomes: After attending the course, students will be able to:</b></p> <ul style="list-style-type: none"> <li>• <i>Develop an understanding of evolution, concepts and theories of international business.</i></li> <li>• <i>Understand the environment shaping international business and modes of entering international markets.</i></li> <li>• <i>Understand the role of foreign direct investment and international trade organizations in global business</i></li> <li>• <i>Analyse the role of international financial institutions and strategic aspects of international business.</i></li> </ul>	
<p><b>SYLLABUS</b></p>	
<p><b>Unit I:</b> International Business: An Overview – Evolution of International Business, Drivers of Globalization, Stages of Internationalization, Differences between Domestic and International Business, International Business Approaches, Theories of International Trade – Mercantilism, Theory of absolute cost advantage, Comparative cost advantage theory, Relative factor endowment theory, Country similarity theory, Product life cycle theory</p>	
<p><b>Unit II:</b> International Business Environment – Social and Cultural Environment, Technological Environment, Economic Environment, Political Environment. Modes of Entering International Business – Modes of Entry, Exporting, licensing, franchising, contract manufacturing, management contracts, turnkey projects, and alliances like mergers and acquisitions, Comparison of Different Modes of Entry.</p>	
<p><b>Unit III:</b> Foreign Direct Investment – Factors Influencing FDI, Reasons for FDI, Costs and Benefits of FDI, Trends in FDI, Foreign Direct Investment in India, World Trade Organization – General Agreement on Tariffs and Trade (GATT), Establishment of World Trade Organization, The Uruguay Round Package: Organization Structure of the WTO, WTO – The Third Pillar in the Global Business</p>	
<p><b>Unit IV:</b> International Financial Institutions and Liquidity – IMF, World Bank, International Development Association, International Liquidity and SDR International Finance Cooperation, Global Strategic Management and Business Ethics – Peculiarities of Global Strategic Management, Value Creation, Global Strategic Management Process, Collaborative Strategies, Ethics and Global Business.</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Mock Negotiations: Students representing different countries or firms, and tasked with negotiating a business deal related to international trade.</li> <li>2. Country Presentations: group of students can be assigned a different country to research their economic, political, cultural values, and market potential.</li> <li>3. Debates: on controversial international business issue, such as the impact of globalization on local economies or the ethics of multinational corporations.</li> </ol>	



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### **Suggested Readings:**

1. Cherunilam, F. (2010). International business: *Text and cases (3rd ed.)*. Prentice-Hall of India Private Limited.
2. Taggart, J. H., & McDormitt, M. C. (2000). The essentials of international business. *Prentice Hall of India*.
3. Aswathappa, K. (2009). International business. *Tata McGraw Hill Education Private Limited*.
4. Meyer, E. (2014). The culture map: Breaking through the invisible boundaries of global business. *Public Affairs*.

**Note:** The schedule for case discussion shall be announced by the concerned faculty in the class



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## INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Course Title: Spoken Arabic III

Course Code: SBS-GE-007	Max. Marks = 100(Mid-term = 50, End-term = 50) Credits: 4 (L = 3, P = 0, T = 1)
<p>الوحدة الأولى</p> <p>1. الفاعل</p> <p>2. المفعول وأقسامه</p> <p>3. اسم الظرف</p> <p>4. اسم الآلة</p> <p>الوحدة الثانية</p> <p>المفردات والمركبات</p> <p>1. الفندق</p> <p>2. التعليم و التربية</p> <p>3. النقل</p> <p>4. المكتب</p> <p>الوحدة الثالثة</p> <p>التعبير والإنشاء حول العناوين التالية :</p> <p>1. حياتي</p> <p>2. بيتي</p> <p>3. قريتي</p> <p>4. جامعتي / مدرستي</p> <p>الوحدة الرابعة</p> <p>الدروس من الكتاب "اللغة العربية الوظيفية".</p> <p>1. تحية و تعارف</p> <p>2. مكالمة هاتفية</p> <p>3. بلادي</p> <p>4. في المستشفى</p> <p>الكتب المقررة:</p> <p>1. دروس اللغة العربية لغير الناطقين بها لدكتور ف. عبدالرحيم (الجزء الأول)</p> <p>2. دروس اللغة العربية للمبتدئين، لبروفيسور زبير أحمد فاروقي وآخرون.</p> <p>3. اللغة العربية الوظيفية، لبروفيسر شفيق أحمدخان الندوي وآخرون.</p> <p>4. نحو الإنشاء والترجمة : د. منظورخان</p> <p>الكتب المقترحة:</p> <p>1. Arabic made easy by Abul Hashim</p> <p>2. New Arabic course by Prof. V. Abdur Rahim</p> <p>3. Let's Speak Arabic by S.A. Rahman</p> <p>4. Essential Arabic by Prof. Faynan</p> <p>5. Practical Approach to Arabic Prof. Wali Akhter</p> <p>6. Arabic for beginners –I by Dr.Irshad Mir &amp; Dr.Waseem Hassan</p>	
<p><b>Note:</b> The schedule for case discussion shall be announced by the concerned faculty in the class</p>	