

International Business Management (MGT-309)
Tribhuvan University
Institute of Science and Technology
Soch College of Information Technology

Course Title: International Business Management

Course no: MGT-309----- **Full Marks:** 80+20

Credit hours: 3 ----- **Pass Marks:** 32+8

Nature of course: Theory (3 Hrs.)

Course Synopsis: Examination and analysis of international business in its historical, theoretical, environmental, and functional dimensions. Topics include the nature and scope of international business; the institutional, socio-cultural, political, legal, ethical, and economic environments; trade, foreign investment, and development; transnational management, including global operations, strategic planning, human resources, marketing, and finance; and international business diplomacy and conflict resolution.

Goal: To develop the student's understanding of international business and the globalization of the economy. Students will learn fundamental concepts and procedures, which will help them analyzing the international opportunities.

Course Content:

Unit 1. Introduction to International Business ----- 4 Hrs.

Unit 2. Global business Environment ----- 7 Hrs.

The cultural environment, The political and legal environment, The economic environment

Unit 3. Global Trade and Investment ----- 8 Hrs.

International trade theory, Government influence on trade, Regional economic integration, Foreign direct investment, International business negotiations and diplomacy

Unit 4. Financial Environment ----- 4 Hrs.

Foreign exchange market, Determination of exchange rates

Unit 5. Choosing Where to Operate ----- 4 Hrs.

Country evaluation and selection, Collaborative strategies, Control strategies

Unit 6. Management of Business Functions ----- 8 Hrs.

Marketing, Export and import strategies, Global manufacturing, Global supply chain management

Unit 7. International Finance, Accounting and Taxation ----- 6 Hrs.

Basic concepts of multinational companies, Multinational finance function, Multinational accounting and tax functions

Unit 8. International Human Resource Management ----- 4 Hrs.

Textbooks:

Daniels, John D., Radebaugh, Lee H. and Sullivan, Daniel P., International Business Environments and Operations, Pearson Education (Singapore), India, 2004 ISBN: 81-297-0411-0

References:

Czinkota, Ronkainen, and Moffett, International Business, 4th Edition, Dryden 1996.

Hill, Charles, International Business: Competing in the Global Marketplace, 3rd Edition, Irwin.

Bennett, Roger, International Business, 2nd Edition, Pearson Education

Sharan, Vyuptakesh, International Business: Concept, Environment and Strategy, Pearson Education