

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Master of Business Administration (MBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Management of International Business

Course Code: MS 203

L - 3, Credits - 3

Objective: This course aims to introduce students to various facets of international business. Students should understand the theories of international business and environmental factors affecting international activities and apply the learning to manage functional operations in a global context.

Course Outcomes:

After completion of this course, the learners will be able to:-

CO1:	Develop an understanding of the global business environment in terms of economic, socio-cultural, political, technological and legal aspects.
CO2:	Absorb insights of the international aspects of strategic management, global talent management, finance, marketing, e-commerce, organization and design of multinational corporations
CO3:	Learn the knowledge and skills necessary to function successfully in the diverse international business environment, with the ability to contribute to the innovation processes.
CO4:	Apply the knowledge of cross cultural issues for effectively managing international business negotiations
CO5:	Appreciate the underlying global public issues of ethical, sustainable and socially responsible conduct of business in the business operations of MNCs for effective decision making