

MASTER OF BUSINESS ADMINISTRATION

Lesson Plan & Work-done Diary for AY:2026-27 ODD Semester

Course with Code: International Business MBA302				Faculty: Ms. Lakshmi M R		Semester & Section: III Sem		
Class No.	Date planned (DD/MM/YY)	Topics to be covered	TLP Planned	Class No.	Date of Conduction (DD/MM)	Topics Covered	TLP Executed	Remarks if any deviation
MODULE-1								
1	16-09-2026	Introduction to International Business - Evolution, Meaning, Definitions.						
2	17-09-2026	Importance, Nature, & Characteristics of International Business.						
3	21-09-2026	Scope of International Business, Factors affecting International Business						
4	22-09-2026	Internationalization Process, Advantages & Disadvantages of International Business.						
5	23-09-2026	Changing scenario of International Business.						
6	24-09-2026	Analyzing International entry modes – Introduction, Meaning						
7	28-09-2026	Mode of entry strategies & Entry barriers.						
8	29-09-2026	Comparison of different modes of entry						

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MODULE-2								
9	30-09-2026	International Business Environment – Introduction, Meaning						
10	01-10-2026	Importance of International Business Environment, Components of International Business Environment						
11	05-10-2026	Political Environment - Political System, Influence of Political Environment						
12	06-10-2026	Legal Environment – Legal Factors affecting, Influence Legal Environment						
13	07-10-2026	Economic Environment – Economics Conditions, Policies, Determinants.						
14	08-10-2026	Technological Environment – Features, Influence Socio and Cultural Environment – Factors, Importance.						
15	12-10-2026	Ethics in International Business – Ethical Values, Issues, Importance, Ethical Behaviour, Code of Business Conduct						
16	13-10-2026	CSR in International Business – Introduction, Tools of CSR, Arguments.						

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MODULE-3

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17	14-10-2026	Theories of International Business – Introduction, Meaning, Role of International Trade						
18	15-10-2026	Types of International Trade – Mercantilism Theory & Classical Trade Theory						
19	19-10-2026	Theory of absolute cost advantage, Comparative cost advantage theory – Ricardian Theory						
20	22-10-2026	Comparative cost advantage with money, Relative factor endowment theory – Heckscher-Ohlin Theory						
21	27-10-2026	Opportunity Cost Theory – Merits & Demerits. New Trade Theory						
22	28-10-2026	Product life cycle theory – Assumptions						
23	29-10-2026	Stage of Product life cycle theory, Importance & Limitations of Product life cycle theory						
24	02-11-2026	Global strategic rivalry theory – Review on Trade Theories.						
25	03-11-2026	Porter's National Competitive Advantage Theory – Diamond Model						

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MODULE-4								
26	04-11-2026	International Institutions – Introduction, Need for international institutions in global trade and finance, Overview: UNCTAD, IMF, WTO — purpose and global significance.						
27	05-11-2026	Formation and objectives of UNCTAD, Principles, South-South cooperation.						
28	11-11-2026	Major achievements, Challenges and criticisms of UNCTAD.						
29	17-11-2026	History and structure of IMF. Objectives: Exchange rate stability, global monetary cooperation, financial assistance. Role during crises.						
30	18-11-2026	Formation and structure of WTO, Key functions: Trade liberalization, dispute settlement, negotiations.						
31	19-11-2026	TRIMS - Meaning, features, and implications, TRIPS - Key features, patents, copyrights, Impact on developing nations.						
32	23-11-2026	Concept and rationale of economic integration, Levels: Free Trade Area, Customs Union, Common Market,						

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		Economic Union, Political Union.						
33	24-11-2026	European Union (EU): Objectives, features, single market, Eurozone, North American integration (NAFTA/USMCA): Overview and impact.						
34	25-11-2026	ASEAN: Formation, objectives, achievements, SAARC and SAPTA: Regional cooperation in South Asia, Challenges and prospects						

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MODULE-5								
35	26-11-2026	Introduction to MNCs - Definition and Meaning, Characteristics of MNCs, Difference between Domestic and Multinational Firms.						
36	30-11-2026	Factors for Growth of MNCs - Economic liberalization, FDI, Technology, Market expansion, Globalization						
37	01-12-2026	Importance of MNCs - Role in global economy, Contribution to employment, innovation, and trade						
38	02-12-2026	Advantages & Disadvantages of MNCs						
39	03-12-2026	MNCs in India - Growth of MNCs post-1991 reforms, Key sectors: IT, Automobile, FMCG						
40	07-12-2026	Organizational Structure of MNCs - Global, Transnational, International, and Multidomestic structures.						
41	08-12-2026	Transfer of Technology and Global Competitiveness.						
42	09-12-2026	Indicators of Competitiveness & Technology for Global Competitiveness Productivity, Innovation, Market share, R&D intensity						

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MODULE-6								
43	10-12-2026	Basics of International Marketing Definition & Importance, Global Marketing Environment, Cultural Dynamics of Global Markets						
44	14-12-2026	Functions of International Marketing - Product, Pricing, Promotion, Distribution decisions Global, Marketing Mix						
45	15-12-2026	International Marketing Strategy - strategies at different PLC stages, Standardization vs. Adaptation	Determining marketing					
46	16-12-2026	Major Actors & Competitive Strategies in International Marketing - Exporters, MNCs, Governments, Trading blocs, Competitive global marketing strategies						
47	17-12-2026	Global HRM – Characteristics, Nature & Factors - Concept and scope of International HRM, Factors influencing IHRM (Culture, Laws, Mobility)						
48	21-12-2026	Functions of International HRM - Recruitment, Selection, Training, Performance Appraisal, Compensation, Repatriation						
49	22-12-2026	Global Finance - Features of Global Capital Market, Growth						



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		and Integration of Global Capital Market, Global Equity Market						
50	23-12-2026	International Production Management - Coordinating Global Manufacturing Systems, Supply Chain Integration, Outsourcing and Offshoring						



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	Activity	Planned	Actual	Remarks
1	Theory Classes	50		
2	Assignments/ Quizzes/ Self-study			
3	Tutorials/ Extra classes			
4	Internal Assessments			
5	ICT based Teaching (% of usage in Curriculum)			
Planning			Execution	
Faculty Signature:			Faculty Signature:	
HOD Signature:			HOD Signature:	