COURSE MODULE: INTERNATIONAL BUSINESS

Course Coordinator: **Dr. Parthasarathy.N**				Academic Year: **2026-27**	
Department: **MBA**					
Course Code	Course Title	Core/Elective	Prerequisite	Contact Hours L: T: P	Total Hrs./ Sessions
MBA313	**International Business**	**Elective**	**-**	**4:0:0**	**50**

1.

Teaching-Learning Process (General Instruction):

1. To bridge academic concepts with real-world practices through interactions with global business leaders, experts, and institutions, thereby enhancing practical understanding and industry relevance.
2. To encourage self-directed and technology-enabled learning through the use of pre-class digital content, online resources, and interactive classroom activities that promote continuous learning and application.
3. To promote teamwork, research aptitude, and communication skills through collaborative learning projects, group discussions, and presentations on contemporary global business topics.
4. To provide experiential learning opportunities by engaging students in simulations, role plays, and activities that develop competencies in managing cross-cultural teams, trade negotiations, and international strategy formulation.
5. To develop analytical and problem-solving abilities by applying international business theories, frameworks, and models to real-world cases and global managerial challenges.

Module-1

Workforce Planning and Recruitment Analytics:

Concept of Work, Organisation's Work and Jobs; Millennials at the work place; Key Characteristics of Millennials; Types of Millennials; The Evolution of Work Structure; Organising the Work; Strategic Job Redesign and Its Benefits; Strategic Issues in Recruitment; What make Bad Recruitment; Overview of the Hiring Process; Recruitment Metrics; Factors Affecting Recruitment; Recruitment Strategy: An Internal Approach; Recruitment Strategy: An External Approach; Legal and Ethical Considerations; Organisational Best Practices. **Manpower Planning:** Macro Level Scenario of manpower planning, Process of manpower planning, requisites for successful manpower planning.
TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-2

. **Job Analysis, Job Description and Job Design:**
Identify the Job to Examine; Determine Appropriate Information Sources and Collect Job-Related Data; Job Description; Competency and Competency Ice Berg Model; Why Competency Based Recruitment; Sources of Recruitment; Different steps of job search; Motivational Job Specification; Creation of Functional Specification; Creation of Behavioural Specification; Employer branding; Social Media; Job Design
TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-3

Job Evaluation:
The Job Evaluation Process; Obtain Job KSAOs, Qualifications, Working Conditions, and

Essential Duties; Examine Compensable Factors Using the Rating/Weighting Evaluation Method; Determine Overall Job Value; Hay Group—Pioneer in Job Evaluation; Determining Compensation using Job Evaluation Data; Legal and Ethical Considerations for Job Evaluation; Online Salary Survey.
TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-4

Selection and Interview Strategy:
Interview Strategy and Process; Millennials shaping the Recruitment landscape in the organizations; Strategies for recruiting and selecting Generation Y into the workforce Developing Effective. Interviewers; Interviewing Techniques; Legal and Ethical Considerations in the Interview Process; The overall BEI Process; Assessment Centre's; Simulations.
TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk.

Module-5

Testing and Assessment:
Testing in Occupational Selection; Test related to Assessment of Knowledge, Skills, and Abilities; Personality Assessment; The Birkman method and MBTI® comparison; FIRO-B; Honesty and Integrity Assessment; Various Non-Interviewing Methods; Graphology; Skills Assessment; Games and Group Activity for Leadership Assessment; Administration of Tests and Assessments; Key Interviewer Skills.
TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-6

Making the Hire; Assessment of Candidate and Job Fit:
Unique Recruitment strategies; Bio data and Application Forms; Implications of Using Social Media Content in Hiring Decisions; Background Checks; Reference Checks; Pre-Employment Testing; Making a Job Offer; Transitioning from Job Candidate to Employee; Induction; Placement
TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Course Outcomes:
At the end of the course, the student will be able to:
CO1 Gain the practical insight of various principles and practices of recruitment and selection
CO2 Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries.
CO3 Illustrate the application of recruitment and selection tools and techniques in various sectors
CO4 Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries
CO5

Assessment Details (both CIE and SEE)
The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

Continuous Internal Evaluation: There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE

1. Two Unit Tests each of **50 Marks (Will be reduced to 25 marks)**

2. Two assignments each of **25 Marks** or **one Skill Development Activity of 50 marks**

to attain the COs and POs

The sum of two tests, two assignments/Skill Development Activities, will be **scaled down to 50 marks**

CIE methods /question paper is designed to attain the different levels of Bloom's taxonomy as per the outcome defined for the course.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE.

List of Text Books

1.How to Recruit, Incentives and Retain Millennials., Rohtak, Sage Publications, 2019.
2. Recruitment and Selection- Strategies for Workforce Planning & Assessment, Carrie A. Picardi, Sage Publication, 2019.
3. Human Resource Management, R. C. Sharma, Sage Publication, 2019.
4. Human Resource Management, Amitabha Sengupta, Sage Publication, 2018.

Weblinks links and Video Lectures (e-Resources):

Web links and Video Lectures (e-Resources):

1. https://www.pdfdrive.com/employee-recruitment-selection-and-assessmente47851497.html
2. https://asiajobsinc.com/ebook/1202894721.pdf
3. https://core.ac.uk/download/pdf/29818879.pdf
4. https://www.youtube.com/watch?v=NcGtVXmcfTQ
5. https://www.youtube.com/watch?v=Z3lOca6YVSc
6. https://www.youtube.com/watch?v=IeabqeaBTbY

Note: The aforesaid links and study material are suggestive in nature, they may be used

1. **with due regards to copy rights, patenting and other IPR rules.**

Mapping of COS and POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4				2			1		2