

<b>PROGRAM</b>	<b>Bachelor of Commerce/ Bachelor of Commerce (Hons)</b>
<b>SEMESTER</b>	<b>III</b>
<b>COURSE TITLE</b>	<b>International Business</b>
<b>COURSE CODE</b>	<b>04BC0321</b>
<b>COURSE CREDITS</b>	<b>04</b>
<b>COURSE DURATION</b>	<b>48 Hrs (48 sessions of 60 minutes each)</b>

**COURSE OUTCOMES:**

- Understand the problems in the implementation of dispute settlement mechanism.
- Correlate the culture, religion and language and its importance in the world market.
- Understand the tools for selecting the countries for doing business.
- Examine the trade invoicing process, implications on exporters, importers and trade.
- Learn and compare the established theories of international business.
- To integrate and apply frameworks, models, tools, and concepts from various perspectives to a real world global setting.

**Teaching and Examination Scheme**

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
4	0	0	4	30	20	50	0	0	100

**Course Contents:**

Unit No	Unit / Sub Unit	Sessions
I	<b>Overview of Globalization: -</b> Frame work for International Business Globalization: Concept and Factors Affecting globalization and related issues, Globalization a Boon or Bane, Different dimensions of international business.	10
II	<b>International Business Environment:</b> Legal aspects, Cultural Differences and Cross-cultural factors, International trade theories policy framework and INDIA's trade policy, Regional trade blocks. Foreign Direct Investment, Country Evaluations and Sections.	10

III	<b>Global Financial Markets and Strategy: -</b> Global monetary systems, foreign exchange market, currency crisis Choice of strategy, global market entry strategies, types & forms of international marketing & Human resources.	10
IV	<b>International Trade Operations and WTO: -</b> Export Import Trends, Documents, Pre-&Post shipment documents Letter of Credit & Its types, Types of Economic Zones, Reforms for the growth of Foreign Trade, Agreements, Challenges & Opportunities, WTO Intellectual Property Rights, and Industrial Sectors, WTO&GATTs, Business sectors wise analysis.	10
V	<b>International Structure: -</b> International Marketing Planning, Organizing and Control, International Marketing through Internet; Environmental affairs.	08

#### SUGGESTED READINGS:

##### Text Book:-

Sr.No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	Justin Paul	International Business	PHI learning Private Limited	6 <sup>th</sup> Edition
T-02	Charles W. L.Hill and Arun Kumar Jain	International Business	Tata McGraw-Hill	10 <sup>th</sup> Edition

##### References Books:

Sr.No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
R-01	Daniels John, D. Lee H. Radebaugh and David P. Sullivan.	International Business	Pearson Education	16 <sup>th</sup> Edition
R-02	Cherunilam, Francis	International Business	Prentice Hall of India Ltd.	5 <sup>th</sup> Edition
R-03	Mike Peng and Deepak Srivastava	Global Business	Cengage Publications	1 <sup>st</sup> Edition

<b>R-04</b>	Rakesh Mohan Joshi	International Business	Oxford University	1th Edition
<b>R-05</b>	Sundaram, Anant K. and Black, J. S	The International Business Environment	Prentice Hall.	1 <sup>st</sup> Edition.

**Suggested Reading: -**

1. Economic Survey, Govt. of India.
2. Export-import Policy and Other Documents, Govt. Of India.
3. Hazari, R. Bharat, Micro Economic Foundations of International Trade, Croom
4. Helm, London and Sydney.
5. Terpstra, V. and R. Sarathy, International Marketing, 8 th ed., Harcourt Asia PTE Ltd., Singapore, 2005.
6. Customs and Excise Law, various issues. 2.
7. Excise Law Times, various issues. 3.
8. IIFT, various publications. 4.
9. IMPEX Times, various issues. 5.
10. Ministry of Commerce, Export import Policy, Government of India, New Delhi.
11. Ministry of Commerce, Handbook of Procedures, Volumes I and II, Government of India, New Delhi.
12. Apte, P. G., Multinational Financial Management, Tata -McGraw Hill, New Delhi, 1998. Baker, J.C., International Finance: Management, Markets and Institutions, Prentice Hall, Englewood Cliffs, 1998. 2. Eitemean, David K., Arthur Stone -hill.