

## Eighth Semester

### Subject: International Business

Designation of Course	B.B.A.LL.B. Sem VIII		
Teaching Scheme	Examination Scheme	Marks	Credits Allotted
	University Examination	60	
	Internal Examination	40	
	<b>Total</b>	100	

<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• To understand the most widely used terms and concepts in international business</li> <li>• To identify the authorities facilitating and managing international business globally</li> <li>• To analyse the strategies used in international marketing and planning process</li> <li>• To introduce students to financial markets and understand their functioning</li> <li>• To analyse international business from a multi-centric perspective, avoiding ethnocentrism.</li> </ul>
<b>Course Outcomes</b>	<ul style="list-style-type: none"> <li>• Students will develop an understanding of international business which is essential in today's interdependent global world</li> <li>• They will gain the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate</li> <li>• The subject will help students understand various ways to enter international business and assess the importance of various authorities in the process of international trade</li> <li>• It will also prepare them to formulate and execute strategies, plans, and tactics to succeed in international business ventures</li> <li>• In-class exercises, mini-projects as well as homework and case studies will demonstrate real-world applications of international business concepts</li> </ul>

<b>Unit I: Introduction to International Business</b>	<b>(15 Hrs)</b>
a) Meaning of International Business	
b) Scope and Benefits of International Business	
c) Complexities or Problems of International Business	
d) Modes of Entry into International Business	
e) Distinction between Domestic and International trade or business	
f) Globalization – Concept, Stages, Importance, and Impact	
g) Theories of International Trade – Mercantilism, Absolute Cost Advantage Theory, Comparative Cost Advantage Theory, Product Life cycle Theory and New Trade Theory	
<b>Unit II: Exim Policy</b>	<b>(10 Hrs)</b>

a) Meaning, Objectives, Need or Benefits of EXIM Policy (FPT – Foreign Trade Policy)	
b) History related to EXIM Policy in India	
c) Foreign Trade’s role in economic development	
d) Important provisions in the EXIM Policies (FPT – Foreign Trade Policy)	
<b>Unit III: Various Authorities and their Role in International Business</b>	<b>(15 Hrs)</b>
a) WTO – World Trade Organization,	
b) UNCTAD – United Nations Conference for Trade and Development,	
c) IBRD – International Bank for Reconstruction and Development,	
d) IMF – International Monetary Fund,	
e) ECGC – Export Credit Guarantee Corporation,	
f) EPC – Export Promotion Council,	
g) ADB – Asian Development Bank,	
h) RBI – Reserve Bank of India,	
i) SAFTA – South Asian Free Trade Area,	
j) SAARC – South Asian Association for Regional Co-operation,	
k) NAFTA – North American Free Trade Agreement	
<b>Unit IV: International Financial and Exchange Rates</b>	<b>(10 Hrs)</b>
a) Balance of Trade and Balance of Payment	
b) NOSTRO, VOSTRO & LORO accounts, Swift, Chips, Chaps & Fedwire	
c) Sourcing in International Financial Markets	
d) Exchange Rate system	
e) Determination of Exchange Rates	
f) Convertibility of Rupee	
g) Exchange Control	
h) FEMA, Difference in FEMA and FERA	
<b>Unit V: Foreign Exchange Markets and Exchange Risk</b>	<b>(10 Hrs)</b>
a) Concept, Features and Functions of Foreign Exchange Markets	
b) Dealings or Transactions in Foreign Exchange Markets	
c) Concept of Exchange Risk and Exposure	
d) Types of Exchange Risks	
<b>Unit VI: International Marketing</b>	<b>(5 Hrs)</b>
a) Meaning of and need/objectives for International Marketing	
b) International Marketing strategies	
<b>Unit VII: Clearing &amp; Forwarding Agents Role</b>	<b>(5 Hrs)</b>
a) Meanings and duties of Clearing and Forwarding Agents	
b) Important documents used in international trade	
<b>Assignments:</b>	
1. Analysis of recent FPT and its comparison with the previous FPTs	
2. Impact of change in Business Environment on International Trade	
3. Analysis of Exchange rate movement and its impact on international trade participants	
<b>References Books:</b>	
1. International Business Dr. C.B. Gupta (S.Chand)	
2. International Business: Competing in the Global Market - Charles W. L. Hill (McGraw Hill Education)	
3. International Business – K. Aswathappa (McGraw Hill Education)	

4. International Business: The Challenge of Global Competition - Donald Ball and Micheal Geringer (McGraw Hill Education)
5. Export Management – Balgopal T.A.S
6. International Marketing – Kramor R.L.