

SYLLABUS PLAN 200-21

BBA- 302 (5TH SEM)

SUBJECT- INTERNATIONAL BUSINESS

SR.NO	TOPICS	TEACHING POINTS	SPECIFIC OBJECTIVES	METHOD APPROACHES AND TECHNIQUES	RESOURCES AND LINKS
UNIT-I	Introduction to International Business: Modes of entry in international business. Global Trading environment	Introduction to International Business: Globalization and its growing importance in world economy; Forces behind globalization; Criticism of globalization; International business contrasted with domestic business-complexities of international business. Modes of entry in international business. International Business	The objective of this course is to familiarize students with the concepts, importance and dynamics of international business. The course also discusses theoretical foundations of international business to the extent these are relevant to	Research study, Recent developments in industry in relation to GST, Discussion, Lecture method, PPT's	1. Charles W L Hill, Arun Kumar Jain, "International Business- Competing in the Global Marketplace", Tata McGraw Hill 2. Francis Cherunilam, "International Business: Text and Cases", Prentice Hall of India 3. John D Daniels and Lee H

		<p>Environment: Economic, Cultural, Political and Legal environments; Global Trading environment – recent trends in world trade in goods and services. Theories of International Trade (a brief overview) - Mercantilism, Absolute Advantage, Comparative Advantage, Factor Endowment, Product life cycle, Porter’s Diamond Model. Government Influence on Trade- Tariff and non- tariff measures. International Organizations: WTO- Its Objectives, principles, organizational structure and functioning. An overview</p>	<p>understand the mechanics of global business operations and development.</p>		<p>Radebaugh, Daniel P Sullivan, “International Business Environment and Operations”, Pearson Education 4. Justin Paul, “International Business”, Prentice Hall of India 5. K. Ashwathapa, “International Business”, Tata McGraw Hill 6. Mishra and Puri, “Indian Economy”, Himalaya Publishing House</p>
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		UNCTAD, World Bank and IMF.			
UNIT-II	Regional Economic Co-operation: Foreign Direct Investments in India; Foreign Trade Promotion Measures in India:	Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia. India's recent Trade Agreements. Developments and Issues in International Business: Foreign Direct Investments in India; Measures for promoting foreign investments in India. Outward Foreign Direct Investments from India; Indian joint ventures, acquisitions and greenfield	The objective of this course is to familiarize students with the concepts, importance and dynamics of international business. The course also discusses theoretical foundations of international business to the extent these are relevant to understand the mechanics of global business operations and development.	Research study, Action research, Examples, Recent developments in industry, Discussion, Lecture method, PPT's	<ol style="list-style-type: none"> 1. Charles W L Hill, Arun Kumar Jain, "International Business- Competing in the Global Marketplace", Tata McGraw Hill 2. Francis Cherunilam, "International Business: Text and Cases", Prentice Hall of India 3. John D Daniels and Lee H Radebaugh, Daniel P Sullivan, "International Business Environment and Operations", Pearson Education 51 4. Justin Paul,

		<p>investments abroad.</p> <p>Trends in India's Foreign Trade- volume, composition and direction of trade. Balance of payment crisis.</p> <p>Foreign Trade Promotion Measures in India: Latest EXIM Policy.</p>			<p>“International Business”, Prentice Hall of India</p> <p>5. K. Ashwathapa, “International Business”, Tata McGraw Hill</p> <p>6. Mishra and Puri, “Indian Economy”, Himalaya Publishing House</p>
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Questions:

- (a) Write a short note on UNCTAD.
- (b) State the criticism of globalization.
- (c) Discuss product life cycle in brief.
- (d) Explain balance of payment crisis.
- (e) What are the different forms of regional groupings?
- (f) State the foreign trade promotion measures in India.
- (g) Write detailed note on EXIM policy.

- (h) Discuss the recent trends in Indian Foreign Trade.
- (i) What are the major incentives for developed countries to invest in developing countries?
- (j) How do various forms of economic integration differ?
- (k) Define International Business. Outline the drivers of international business.
- (l) Do you think that the euphoria associated with WTO initially has died down?
- (m) How are international trade disputes resolved?
- (n) What is Mercantilism? How does it explain cross border business transactions?