

**Curriculum plan (Even Semester 2020-2021) ) January 2021- May 2021**

**Teacher Name: SHWETA RAJ**

**Paper name: INTERNATIONAL BUSINESS**

**Class type: BCOM VI SEMESTER**

**Paper shared with:**

<b>Unit to be taken</b>	<b>Month wise schedule to be followed</b>	<b>Tests/Assignments/Revision/Presentations etc</b>
<p><b>Introduction to International Business:</b> Globalisation and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Modes of entry into international business.</p> <p><b>International Business Environment:</b> National and foreign environments and their components – economic,culturalandpolitical-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India"s foreign trade.</p>	<p>2<sup>nd</sup> January,2021-24<sup>th</sup>march,2021</p>	<p>Class test ,Presentation, Assignments</p>
<p><b>Theories of International Trade</b> – Commercial Policy Instruments tariff and non-tariff measures; Balance of payment account and its components WTO – Its objectives, principles, organizational structure and functioning; An overview of other organizations – UNCTAD, World Bank and IMF,</p>	<p>24<sup>th</sup> march,2021-31<sup>st</sup>march,2021</p>	<p>Class test ,Presentation, Assignments</p>
<p><b>Regional Economic Co-operation:</b> Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia.</p> <p><b>International Financial Environment:</b> International financial system and institutions; Foreign exchange markets, spot market, spot rate quotations, bid ask spreads, trading in spot market, cross exchange rates: Forward market: Rate long and short forward position, forward premium and discount, Arbitrage Hedging and speculation.</p>	<p>31<sup>st</sup> march,2021-29<sup>th</sup> april,2021</p>	<p>Class test ,Presentation, Assignments</p>

<b>Foreign investments:</b> types and flows: Foreign investment in Indian perspective.		
<b>international business operations;</b> Key issues involved in making international production, finance, marketing and human resource decisions; International business negotiations. <b>Developments and Issues in International Business:</b> Outsourcing and its potentials for India; Strategic alliances, mergers and acquisitions; Role of IT in international business; International business and ecological Considerations.	31 <sup>st</sup> march,2021-29 <sup>th</sup> april,2021	Class test ,Presentation, Assignments

## Reference

1. Charles, W.L. Hill and Jain, Kumar, Arun. *International Business*. New Delhi: Tata McGraw-Hill.
2. Johnson, Derbe., and Colin Turner. *International Business - Themes & Issues in the Modern Global Economy*. London: Roulledge.
3. Cherunilam, Francis. *International Business: Text and Cases*. Prentice Hall of India Ltd.
4. Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. *International Business*. Pearson Education (Singapore) Pvt. Ltd.
5. Justin, Paul. *International Business*. Prentice Hall of India Ltd.
6. Michael R. Czinkota. et al. *International Business*. Fortforth: The Dryden Press.
7. RBI. Report on Currency & Finance, various issues.
8. Griffin, Ricky W. and Michael W. Pustay. *International Business - A Managerial Perspective*. Prentice Hall.
9. Bennett, Roger. *International Business*. Delhi: Pearson.
10. UNCTAD Reports.
11. WTO, Annual Report, various issues.

**Note: Latest edition of text book may be used.**