

S.No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
3	BBAMJ - 603	International Business	Major	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to:	
CO1	Describe the basic concepts of international business.
CO2	Articulate the comprehensive understanding of the international business environment.
CO3	Analyze the mechanism of international trade.
CO4	Comprehend international financial markets and manage foreign exchange.
CO5	Develop global strategic management and marketing strategies.

Detailed Syllabus**Section A**

Unit I: Introduction to International Business: Definition & Scope of International Business; Differences between Domestic and International Business; Drivers of International Business; Modes of entry into the international market.

(09 Hrs)

Unit II: International Business Environment: Meaning of International Business Environment; Political Environment – Types & Indicators of Political instability; Legal issues in international business; Cultural Environment; Economic Environment; Technological Environment & Natural Environment.

(10 Hrs)

Unit III: International Trade: Theories of international trade; International Trade Policy Components; Export-import documents; WTO; Benefits of Regional Economic Integration; Multinational Corporations (MNCs).

(09 Hrs)**Section B**

Unit IV: International Investment and Finance: Foreign Direct Investment (FDI): Types, Benefits and Entry methods; Foreign Exchange Market (forex) – functions; Determinants of foreign exchange rate; International payment methods; Balance of Payment & Balance of Trade.

(10 Hrs)

Unit V: Global Strategic Management: Global Strategic Management; International Marketing Strategies; EPRG Orientation; Global brands: Standardisation-Localisation Approach; Emerging Trends in International Business; Contemporary Issues in International Business.

(10 Hrs)**Textbooks**

S. No	Name of the Books	Author	Publisher	Edition (Pub. Yr)
1.	International Business	Justin Paul	PHI Learning Pvt. Ltd.	6 th (2015)
2.	International Business	Sonia Gupta	Mc Graw Hill	1 st (2015)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub.Yr)
1.	International Business	Francis Cherunilam	PHI Learning Pvt. Ltd	6 th (2020)