

B.COM. SEMESTER – 5

6	DSE – 3	International Business - 1
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Name of the Course: **International Business - 1**
 Course credit: **03**
 Teaching Hours: **45 (Hours)**
 Total marks: **100**

Objectives:

The objective of the course is to familiarize the students with the concepts, importance and dynamics of international business and India's involvement with global business. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.

Unit	Content	No. of Lectures
1	INTRODUCTION TO INTERNATIONAL BUSINESS: <ul style="list-style-type: none"> - Introduction - Meaning and Concept of International Business - Globalization and its Importance in world economy - Impact of globalization - International Business V/S. Domestic Business - Complexities of International Business - Modes of entry into International Business 	11
2	INTERNATIONAL BUSINESS ENVIRONMENT: <ul style="list-style-type: none"> - Introduction - Meaning and Concept of International Business Environment - National Environment and its' impact - Foreign Environments and their components - Economic Environments - Cultural Environments - Political Environments - Legal Environments 	11
3	THEORIES OF INTERNATIONAL TRADE: <ul style="list-style-type: none"> - An overview of <ul style="list-style-type: none"> ➤ Classical Theories ➤ Product Life Cycle theory ➤ Theory of National Competitive Advantage - Commercial Policy Instruments - Tariff and Nontariff measures – difference in Impact on trade - Types of tariff and non-tariff barriers (Subsidy, Quota and Embargo in detail) - Balance of payment account and its components 	12



4	INTERNATIONAL ORGANIZATIONS AND ARRANGEMENTS: <ul style="list-style-type: none"> - Introduction - World Trade Organization [WTO] <ul style="list-style-type: none"> ➤ An overview ➤ Objectives ➤ Principles, ➤ Organizational structure ➤ Functioning - An Brief Overview <ul style="list-style-type: none"> ➤ - UNCTAD ➤ - Commodity and other trading agreements (OPEC) 	11
Total Lectures		45

SUGGESTED READINGS AND REFERENCE BOOKS:

1. Charles W.L. Hill and Arun Kumar Jain International Business, Delhi: McGraw Hill Ed.
2. Daniels John, D. Lee H. Radenbaugh and David P. Sullivan International Business Pearson Education
3. Johnson, Derbe and Colin Turner International Business - Themes & Issues in the Modern Global Economy London: Roulledge
4. Sumati Varma, International Business, Pearson Education.
5. Cherunilam, Francis. International Business: Text and Cases. PHI Learning
6. Michael R. Czinkota. et al. International Business. Fortforth: The Dryden Press.
7. Bennett, Roger. International Business Pearson Education
8. Peng and Srivastav, Global Business, Cengage Learning

Note: Latest Editions of the above books may be used.

