

B.COM. SEMESTER – 6		
6	DSE – 3	International Business - 2

Name of the Course: **International Business - 2**
 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	REGIONAL ECONOMIC CO-OPERATION AND INTERNATIONAL FINANCIAL ENVIRONMENT: <ul style="list-style-type: none"> - Introduction - Forms of regional groupings - Integration efforts among countries in Europe, North America and Asia <ul style="list-style-type: none"> ➤ (NAFTA, EU , ASEAN and SAARC) - An Overview of International financial system and Institutions <ul style="list-style-type: none"> ➤ IMF: Objectives and Functions ➤ World Bank: Objectives and Functions - Foreign Exchange Markets and Risk Management - Foreign Investments <ul style="list-style-type: none"> ➤ Types and flows; ➤ Foreign investment in Indian perspective 	12
2	ORGANISATIONAL STRUCTURE - DEVELOPMENTS AND ISSUES: <ul style="list-style-type: none"> - Introduction - International business operations - International business negotiations - Outsourcing and its potentials for India - Role of IT in international business - International business and Ecological considerations 	11
3	FOREIGN TRADE PROMOTION MEASURES AND ORGANIZATIONS IN INDIA: <ul style="list-style-type: none"> - Introduction - Special economic zones (SEZs) - Export Oriented Undertaking units (EOUs) - Measures for promoting foreign investments into 	11



	and from India - Indian Joint Ventures and Acquisitions Abroad	
4	FINANCING OF FOREIGN TRADE AND PAYMENT TERMS: - Introduction - Sources of trade finance ➤ Banks, factoring ➤ Forfeiting ➤ Banker's Acceptance ➤ Corporate Guarantee - Forms of payment ➤ Cash in advance ➤ Letter of Credit ➤ Documentary Collection ➤ Open Account	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: Routledge
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.

