

Paper BC 6.2 (a): INTERNATIONAL BUSINESS

Duration: 2.5 hrs Total Marks: 60(Term end examination 56 (Marks for Attendance 4)

Lectures: 65

Objective: *The objective of the course is to familiarise 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 1:

Introduction to International Business: Globalisation and its importance in world economy; Impact of globalization; International business vs. domestic business: Complexities of international business; Modes of entry into international business.

Unit –II

a. *Theories of International Trade* – an overview (Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage); Commercial Policy Instruments - tariff and nontariff measures –

b. *International Organizations and Arrangements:* WTO – Its objectives, principles, organizational structure and functioning.

Unit –III

a. Regional Economic Co-operation and Regional Trade Agreements

b. *International Financial Environment:* International financial system and institutions (IMF and World Bank – Objectives and Functions) FDI and FPI

Unit –IV

a. Foreign Trade Promotion: Measures and Organizations in India; Special economic zones (SEZs) Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad.

b. Financing of foreign trade, sources of trade finance (Banks, factoring, forfaiting, Banker's Acceptance and Corporate Guarantee) and forms of payment (Cash in advance, Letter of Credit, Documentary Collection)

Unit V and Unit IV (For Internal Assessment)

Tutorials

Analysis of case studies based on syllabi of Unit I to Unit IV/ Assignments based on field survey/subject tours wherever feasible/Quiz programmes/moot courts wherever feasible/class presentations/class room seminars/Group discussions

Suggested Readings:

1. Charles W.L. Hill and Arun Kumar Jain, *International Business*. New Delhi: McGraw Hill Education
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

Journals:

1. Journal of International Business Studies - Springer - Springer Link
2. International Business Review - Journal - Elsevier