

INTERNATIONAL BUSINESS

Semester III
Code : IB03C13

Credit -4
Hrs – 90

Objectives

- . *To understand different aspects of international business.*

MODULE 1

International business-meaning, nature, importance of international business-difference between domestic business and international business-international business environment-economic-political and legal-nature and scope of international marketing-challenges of international business.

(15 Hrs)

MODULE 2

Globalisation and international business-global change and international business-motives of firm internationalization-drivers of globalization-global enterprise-transnational enterprise-transnational confederation-concept of multinational organization-the changing pattern of multinationals-criticism of MNCs'-MNCs' in India.

(20 Hrs)

MODULE 3

International economic institutions- IMF- WB-ADB-UNCTAD-WTO-MFA-International trade and payments

(15 Hrs)

MODULE 4

International investment-meaning-significance-types-growth dispersion of foreign investment-FDI and FPI-mode of FDI entry-FDI in India-Hurdles for FDI in India-mergers and acquisitions-foreign investment promotion board-foreign investment implementation authority.

(25 Hrs)

MODULE 5

Global regulatory environment-international monetary system exchange rate system-SDR, Currency and convertibility-distinct features of India's approach to convertibility-finance of global business-cash in advance-letter of credit-documentary collection-open account terms.

(15 Hrs)

REFERENCE BOOKS

1. *International business, Sumathivarma, Ane books private limited.*
2. *International business management, SC.Gupta, Ane books private limited.*
3. *International business, Subbarao, Himalaya Publishing House*
4. *Elements of International Business, Chary, Wiley publications.*
5. *International Business, Fransis Cherunilam, Himalaya Publishing House*
6. *International Business, Francis Cherinilam, Himalaya Publishing Co;*
7. *International Business, Srivastava.*