

BBA-302 INTERNATIONAL BUSINESS



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INTERNATIONAL BUSINESS Objective : To equip the students about the global scenario of business & to give knowledge about the art of managing business across domestic borders.

Module I : International Business : Meaning, Domestic V/S I.B., Scope of I.B. Role of I.B.

Driving forces of I.B. Forces restricting I.B.

Module II : Global market entry strategies : Trading company, licensing, Franchising, FDI,

Mergers and acquisition.

Module III : International Business Environment : Nature, Theories o International Trade, Ricardo's

Theory, Heckscher-Ohlin Theory

Module IV : Culture : Definition, components, Imperatives. Political Environment : Political

Systems, Major Political objective –

Module V : Legal Environment : Laws relating to IB, Market entry laws, Product liabilities, warranties.

Module VI : Global Economic Environment : Decision concerning global manufacturing and

materials management, managing global supply chains, product and branding decisions, distribution channels, international promotion mix and pricing decisions, counter trade.

Module VII : International Trade : World Trading Patterns, Trade Theories, Absolute Advantage, Comparative Advantage, Modern theory. Barriers to World Trade, free trade vs

protection tariff, Quotas. WTO,

Module VIII : Regional Integration : Foreign Direct Investment-Reasons, Volume and directions.

Module IX : International Institutions : IMF, International Liquidity and SDRs, IBRD, IFC, IDA, ADB.

Module X : Foreign Exchange : Meaning, Types, Determination of Exchange Rates, Balance of Trade vs Balance of Payment. Methods to correct adverse balance of Payment

Module XI : Multinational Enterprises : Meaning of International Corporations, Role and importance of Multi-national corporations in international business

Module XII : Foreign Exchange Market : Meaning of Exchange Rate, Determination of Exchange rate – Fixed, Flexible and, Managed.

Module XIII : International Financial Management : Balance of Trade and Balance of Payments,

International Monetary Fund (IMF) – Objectives and functions, World Bank – Objectives and Functions.

Module XIV : Regional Economic Grouping : Evolution, structure and functions , North Atlantic Free Trade Agreement (NAFTA), South Asian Association for Regional Cooperation,

(SAARC), European Union (E.U.), World Trade Organization (WTO)

Module XV : India's Foreign Trade : Composition and direction of India's Foreign Trade since 1991, Current Foreign Trade Policy of India. (2004-09), Role of Special Economic Zones

(SEZs) in International, Business.

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