

SHRI GOVIND GURU UNIVERSITY

B.Com Syllabus

Semester-6

Subject : FC International Business

Objective :

- To know the procedure of operating business internationally
- To evaluate the opportunities in respect of different countries
- To explore the avenues of entering the International Market

Number of credits : 2

Lectures per week : 2 of one hour each

Total Sessions : 30

Unit	Weightage
Unit 1	25%
Unit 2	25%
Unit 3	25%
Unit 4	25%
Total	100%

Unit 1: **Frame work for International Business**

- Globalization : Concept and factors affecting globalization and Restructuring
- International Business : Reasons for expansion
- Concepts : International Trade, International Marketing, International Investment, International Management and Global Business
- New Trade Theory : Internal and External Economics of Scale
- International Political System and ideologies :
 - Types of Governments, Economies System, Political System
 - Concept of Embargo and Sanction
- Principles of International Law
- Cultural Orientation in International Business

Unit 2: **Tools for International Business :**

- Tools for country Selection
 - Market Potential Selection
 - Global Competitive Index
 - FDI Confidence Index
 - Global Political Risk Index (Only Concepts)
- International Product Life Cycle
- International Monetary System
 - Fixed and Floating Exchange Rates
- Modes of Payment in International Trade
 - Advance Payment
 - Recoverable and Non Recoverable Letter of credit
 - Consignment Sales
 - Open Account

Unit 3: Strategy and Structure of International Business

- Market Entry Strategies
 - Exporting
 - Contractual Agreement
 - International SA
 - Joint Venture
 - Other Entry Mode
- Business Expansion Modes :
 - Trade Related Modes
 - Contractual Modes
 - Investment Modes

(Sub-modes are not to be asked separately)

Unit 4: **Export & Import Procedure**

- Entire Export and Import Procedure

References :

1. International Business : Rakesh Mohan Joshi, Oxford University Press
2. International Business by : Justin Paul, Tata McGraw Hill
3. Global Business : Mike Peng and Deepak Srivastava, Cengage Publications