

ARSD college, University of Delhi

Lesson Plan

COURSE NAME	SEMESTER	COURSE CODE	COURSE TITLE	LECTURE-	TEACHER	SESSION
B.COM(H)	VI	BCH 6.3	INTERNATIONAL BUSINESS	5	MS.DEEPIKA	2021-22

COURSE OBJECTIVES: To impart basic knowledge of various aspects of international business and currents trends.

COURSE LEARNING OBJECTIVES: After completing the course , students will be able to :

1. To impart basic knowledge of concept and dynamics of international business.
2. To make to students familiar about India's involvement with global business.

LESSON PLAN:

Unit No.	Learning Objective	Lecture No.	Topics to be covered
1.	Introduction to International business	1.	Concept of globalisation and growing importance
		2.	Pre and post covid 19 Impact of globalisation ,difference between international business and domestic business
		3.	Complexities of International business, stages of globalisation
		4.	Modes of entry into international business
		5	General overview of international trade and investment opportunities
		6	Introduction to business environment and international business environment
		7	Components of international business environment
		8	Global trading Environment-recent trends in world trade in goods and services, Trends in India's foreign trade

2.		9	Theories of international business
		10	Theories of international business(continues)
		11	International trade barriers-tariff barriers and non tariff barriers
		12	Various types of non tariff barriers
		13	Balance of Payment and its components
		14	Regional economic integration : concept and forms of integration
		15	Integration efforts among countries in Europe ,north America and Asia
		16	Cost and benefits of regional economic integration
		17	Recent update on tariff and non tariff barriers
	,		
	.		
	.		
3	International financial environment	18	International financial Environment and various institutions.(WTO ,IMF, GATTs)
		19	Foreign Exchange market and functioning
		20	Foreign investments-types and flows
		21	Foreign investments in Indian perspective
		22	Latest trends in FDI
4	Exchange Rate Determination	23	Introduction of Exchange rates and types
		24	Factors influencing Exchange rates and Exchange Rate Determination
		25	Government intervention and influence on Exchange

			rates
		26	Speculating on exchange Rates
		27	Exchange Rate Theories: Concept. Types of exchange Rate Theories-Market Theory of Exchange
		28	Types of exchange Rate Theories- purchasing power parity Theory, Interest Rate Parity Theory
		29	Types of exchange Rate Theories-Fisher Effect
		30	
5	Foreign trade promotion measures and organisations in India	31	Introduction of Foreign trade promotion and various initiatives
		32	Objectives of Foreign trade promotion policy
		33	Special Economic Zones-features,objectives and importance
		34	Special Economic Zones-incentives to SEZ
		35	Measures to Revive investors interest in SEZ
		36	Export oriented units
		37	New foreign trade Policy
		38	Foreign trade promotion organisations
		39	Measures for promoting foreign investment

Evaluation Scheme:

No.	Component	Duration	Marks
1.	Internal Assessment		25
	• Quiz		
	• Class Test		
	• Attendance		
	• Assignment		
2.	End Semester Examination	3 hr	75

UNIVERSITY SYLLABUS

Paper: BCH-6.4 DSE Group B (d) : INTERNATIONAL BUSINESS

Duration: 3 hrs.

Objective: The objective of the course is to expose students to the concept, importance and dynamics of international business and India's involvement with global business operations.

Unit I (Chapters 1, 2)

1. Introduction to International Business: Globalisation and its growing importance in world economy; Impact of globalisation; International business contrasted with domestic business - complexities of international business; Internationalisation Stages and Orientations. Modes of entry into international business.

2. International Business Environment: National and foreign environments and their components — Physical, economic, demographic, cultural and political-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India's foreign trade.

Unit II (Chapters 3 - 8)

3. International Trade — Theories of International Trade, tariff and non-tariff measures; Balance of payment account and its components.

4. International and Economic Organisations : WTO, UNCTAD, World Bank and IMF.

5. Regional Economic Integration: Forms of regional integration; Integration efforts among countries in Europe, North America and Asia. Cost and benefit of regional economic Integration.

Unit III (Chapters 9 - 11)

6. International Financial Environment: International financial system and institutions; Foreign exchange markets, Spot market, spot rate quotations, bid-ask spreads, Trading in spot markets, Cross exchange rates; Forward Market: forward rate, long and short forward positions, forward premium and discount. Arbitrage, hedging and speculation; Foreign investments - types and flows; Foreign investment in Indian perspective.

Unit IV (Chapters 12, 13)

7. Exchange Rate Determination: Factors affecting exchange rate — Relative inflation rates, relative interest rates, relative income levels, government controls, expectations, etc. Government intervention and government influence on exchange rates. Theories of exchange rate — Purchasing Power Parity, Interest Rate Parity and Fisher's effect.

Unit V (Chapters 14)

8. Foreign Trade Promotion Measures and Organisations in India: Special economic zones (SEZs) and 100% export oriented units.

Suggested Books:

SN	NAME OF BOOKS AND AUTHOR
1	International business by DD CHARURVEDI
2	International business by Sumati Verma
3	International business by Meghna Aggarwal