

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.COM DEGREE

SYLLABUS

(Effective from the academic year 2019-2020)

INTERNATIONAL BUSINESS

CODE: 19CM/MC/IB64

CREDITS: 4

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TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To provide the students a comprehensive understanding on the Importance and Impact of Globalization in International Business
- To familiarize students with the International Business environmental factors
- To expose students to the International Institutions governing International Trading System
- To introduce a basic outline on Global Governance

COURSE LEARNING OUTCOMES

On successful completion of this course, students will be able to

- Analyze the Impact of Globalization in International Business
- Comprehend the various factors that affect the Global Environment
- Enable to understand International Organization engaged in International Trade
- Understand the Global Gaps present in International Business

Unit 1 (10 Hours)

Introduction to International Business

- 1.1 Nature and Importance of International Business
- 1.2 Drivers of International Business, Difference between International Business and Domestic Business
- 1.3 Evolution of International Business
- 1.4 Effects of Globalization

Unit 2 (15 Hours)

International Business Environment

- 2.1 Nature, Concept and Significance of International Business Environment
- 2.2. Types of International Business Environment

Unit 3 (15 Hours)

International Business Management – Finance & Marketing

- 3.1 Sources of Finance for Exporters
- 3.2 Export- Import (EXIM) Bank of India and Export Credit Guarantee Corporation (ECGC) of India
- 3.3 Market Selection – Process and Determinants
- 3.4 Market Entry Strategies

Unit 4 **(15 Hours)**

International Trade Institutions

- 4.1 Trends in the World Trade & Economic growth
 - 4.1.1 General Agreement on Tariff and Trade (GATT)
 - 4.1.2 General Agreement on Trade in Services (GATS)
- 4.2 International Organizations – International Monetary Fund (IMF), World Trade Organization (WTO), United Nation Conference on Trade and Development (UNCTAD)

Unit 5 **(10 Hours)**

Regulatory Framework for International Business

- 5.1 FDI- Establishment of Business in India by a Foreign company
- 5.2 ODI- Establishment of Business outside India by an Indian company
- 5.3 Double Taxation Avoidance Agreement

BOOKS FOR STUDY

K.Aswathappa., *International Business*, McGrawHill Education, 2017.

C.B.Gupta, *International Business*, S Chand Co.2014

BOOKS FOR REFERENCE

Thomas Weiss, *Global Governance: Why? What? Whither?*, Wiley Publishers 2016.

Shaikh Saleem, *Business Environment*, Pearson Education India, 2015

Francis Cherunilam., *International Business- Text and Cases*, New Delhi: Prentice Hall, 2010

James.P.Neelankavil and Anoop Rai, *Basics of International Business*, M.E.Sharpe, 2015

JOURNALS

Journal of International Business & Economics

Journal of International Management

WEB RESOURCES

www.civilservice.com

www.indiafilings.com

PATTERN OF ASSESSMENT

Continuous Assessment Test: Total Marks:50 Duration: 90 minutes.
Section A – 7 x 2 = 14 Marks (no choice)
Section B – 2 x 8 =16 Marks (from a choice of three)
Section C –1 x 20 = 20 Marks (from a choice of two)

Other Components: Total Marks:50
Seminars/Quiz/Group discussion/Assignments/Class Presentation

End Semester Examination: Total Marks:100 Duration: 3 hours.
Section A –10 x 2 = 20 Marks (no choice - Max 30 words)
Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)
Section C –2 x 20 = 40 Marks (from a choice of four -Max 1200 words)