

SVKM's Narsee Monjee College of Commerce & Economics

Program : TYBCOM				Semester: V	
Course : International Business				Code : NMUBCOM521	
Academic Year: 2024-2025					
Batch: 2022-25					
Teaching Scheme				Evaluation Scheme	
Lecture	Practical	Tutorial	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
45	Nil	Nil	03	25 Marks	75 Marks
Internal Component					
Class Test Duration 20 Mins		Assignments		Class Participation	
10 Marks		15 Marks		NIL	
Learning Objectives:					
<ul style="list-style-type: none"> • To give an overview about the International Business . • To understand functional implication of International Organization on International Business. • To create awareness about the institutional support mechanism provided by Government for Indian Exporters. • To create platform to discuss implications of Government of India schemes and incentives for promotion of exports. 					
Learning Outcomes:					
<ul style="list-style-type: none"> • Learners will be acquainted with various entry modes for international market • Learners will understand the dynamics of international Business and the role of global institutions in the growth and development of world trade. • Learners will be updated with foreign trade policies regulating foreign trade and institutional support offered by government to promote exports. • Learners will be equipped with the knowledge of government schemes and incentives for Exports. 					
Pedagogy:					
Lectures, audio-video presentations, business games, research documentaries, literature review (research papers/ articles, news articles, blogs etc.), brain storming and other group assignments.					
Detailed Syllabus: (per session plan)					
Session Outline for <u>International Business</u>					
Each lecture session would be of one hour duration (45 sessions)					

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Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	<p><u>International Business: Concept & Scope</u></p> <p>a) Nature of International Business: Meaning, features, drivers, factors influencing international business, challenges, phases and benefits. Evolution of International Business , Reason to enter International Business, Rapid growth of International Business, Fundamental Difference between Domestic Business and International Business,</p> <p>b) Modes of Entry for International Business: Exports , International , Licensing, Franchising , Contract Manufacturing , Contract Marketing , Management Contracts , Joint Venture Collaborations , FDI , Mergers & Acquisition ,Take Overs , Turnkey Projects , Counter Trade</p> <p>c) Multinational Corporations/ Transnational Corporations : Nature of MNCs / TNCs , Fundamental Goals of Host Country , Defenders and Critics of Host countries , India's presence at International level.</p>	<p>Lectures Case study Assignments Newspaper Articles Peer to Peer Learning</p>	11 lectures	<p>International Business- P. Subba Rao</p> <p>International Business – Vyuptakesh Sharan</p> <p>International Business Environment & Operations – Johan D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan & Prashant Salwan</p> <p>International Business K Aswatthapa ,</p> <p>International Business : Francis Cherunillam</p>

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<p align="center">II</p>	<p>International Trading Environment & Role of International Organization in managing International Business.</p> <p>a) International Trade Policies & Relations: Levels of Integration , Impact of Integration , and major regional trading groups and Economic integration of developing countries, Trade Strategies: Arguments for Free Trade , Protections and methods of protection. Trade barriers (Tariff & Nontariff barriers)</p> <p>b) Role of W.T.O in Regulating International Trade: Treaties and Convention, Principles and Functions , Agreements , Role of WTO in International Trade policies . Implications for India.</p> <p>c) Role of International Institution: United Nations World bank , International Monetary Fund , International Labour Organization , UNCTAD , Asia Development Bank in promoting International Business.</p>	<p>Lectures Case study Assignments Newspaper Articles Peer to Peer Learning</p>	<p align="center">12 lectures</p>	<p>International Trade and Export Management- Francis Cherunillam</p>
<p align="center">III</p>	<p><u>India's Foreign trade policy & International Marketing:</u></p> <p>a) India's Foreign trade policy (current): Overview of India's foreign trade & contribution of service sector in India's foreign trade.</p> <p>b) International Marketing Environment: Culture and the socio cultural environment, Economic forces , Competition , governmental , political and legal forces</p> <p>c) Role of DGFT in promoting International Trade : Role, Functions and Service of DGFT's , Organization structure , Current programs initiated by DGFT for promotion of exports from India.</p>	<p>Lectures Case study Peer to Peer Learning Assignments Newspaper Articles All notification and circulars issued by Ministry of Commerce</p>	<p align="center">12 Lectures</p>	<p>Taxmann's Handbook of special economic zones/ Export oriented units- V.s. Datey</p> <p>Ministry of Commerce Circulars and Website</p> <p>Circulars and Notifications of DGFT</p>

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IV	<p><u>Foreign Trade Payment mechanism, Schemes & Institutional Support to Indian Exporters.</u></p> <p>a) Pricing & Payment Terms in Foreign Trade:</p> <ul style="list-style-type: none"> • INCO TERMS: FOB . CIF , C&F. • Cash in Advance, Letter of Credit, Export under Bond and Letter of Undertaking, Consignment, Open Account & Documents against Acceptance. <p>b) Schemes mentioned for Indian Exporter: RoDTEP , TIES , SEIS, EPCG Schemes, Advance Authorization Scheme, Transport and Marketing Assistance Schemes, Export Advance Authorization Scheme, Deemed Export Benefit, Towns of Export Excellence, EOU/EHTP/STP/BTP.</p> <p>c) Institutional support to Indian Exporters (Financial, technical, Marketing): Indian Trade Promotion Organization, Indian Institute of Foreign trade, Indian Institute of Packaging, Export Promotion Councils, Federation of Indian Export Organization, The Federations of Indian Chambers of Commerce and Industry. Role of EXIM Bank and other financial institutions.</p>	<p>Lectures Case study Peer to Peer Learning Assignments Newspaper Articles All notification and circulars issued by Ministry of Commerce</p>	11 lectures	<p>Ministry of Commerce Circulars and Website Circulars and Notifications of DGFT</p>
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Reference Books:		
Title	Author(s)	Publisher
International Business-	P. Subba Rao	Himalaya Publishing House
International Business	Vyuptakesh Sharan	Pearson

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International Business Environment & Operations.	Johan D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan & Prashant Salwan	Pearson
International Business	K Aswatthapa ,	Mc Graw Hill Education
International Business	: Francis Cherunillam	PHI Learning

Any other information :

Details of Internal Continuous Assessment (ICA)-

Test Marks : 10

Assignment Marks: 15

There would be two components for Internal Assessment, namely 15 marks Assignment to be conducted and marked by respective teacher within classroom individually and 10 marks Class Test to be conducted as per schedule of EEC.

Term End Examination Question Paper Pattern

Course: International Business

Total Marks: 75 Time: 2½ hours

Q1 Answer any **two** out of the following three questions **16** (Question 1 from module 1)

Q2 Answer any **two** out of the following three questions **16** (Question 2 from module 2)

Q3 Answer any **two** out of the following three questions **16** (Question 3 from module 3)

Q4 Answer any **two** out of the following three questions **16** (Question 4 from module 4)

Q5 Read the Case Study and answer the following questions **11**

