

17MB202 INTERNATIONAL BUSINESS

Course Objective:

The purpose of this paper is to enable the students learn nature, scope and structure of International Business, and understand the influence of various environmental factors on international business operations and acquainting the students with the structure and policy framework of India's foreign trade.

Course Outcomes:

At the end of the course students should be able to understand

- Nature and scope of International business and environmental factors influencing international business
- Global trading environment and institutions aid global trading
- Role of Technology in global business and International logistics
- Indian foreign trade policy in conjunction with global trade and legal framework
- Export and import procedures, promotions and policies

UNIT - I

Introduction to International Business: Importance nature and scope of International business; modes of entry and Theories of International Business; Framework for analyzing international business environment – Political, Economical, Social, Technological, Environmental and Legal environments and their impact on international business decisions.

UNIT - II

Global Trading Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; International Economic Institutions and Agreements – WTO, IMF, World Bank, and other International agreements; Regional Economic Groupings in Practice- Global economic forum- BRICS - Regionalism vs. multilateralism, Structure and functioning of EC and NAFTA; Other Regional economic cooperation's

UNIT - III

Global Technology & International Operations: Global Technological Management – Technology and Business; Issues in international technology transfers; Management of International Operations – Location of production; Management of Inventory; Sourcing of Inputs ; International Logistics.

UNIT - IV

Indian Foreign Trade Policy: India's Foreign Trade – Trends and developments; Commodity composition and direction, India's foreign trade in global context. Recent Foreign Trade Policy – Legal frame work; Special Focus Initiatives.

UNIT - V

Export and Import Procedures & Promotions: Export and Import Procedures; Import Substitution and Export Promotion Policies – Export Incentives –duty exemption schemes, EPCG, duty draw backs; Role of commercial banks in foreign trade; EXIM Banks; Export credit insurance and ECGC. Infrastructure Support for Export Promotion – EPC; STO; EPZ/SEZ; EOUs; Foreign Investment Policy – Indians Joint ventures abroad, Multilateralism and Bilateralism in India's foreign trade.

TEXT BOOKS:

1. Aswathappa, 5e, International Business, TMH
2. P.Subba Rao, 3e, International Business, HPH

REFERENCE BOOKS:

1. John Daniels • Lee Radebaugh • Daniel Sullivan, International Business
2. Economic Survey, Govt. of India.
3. Export-import Policy and Other Documents, Govt. Of India.