

Teaching Lesson Plan

Semester-VII

MJ 19: INTERNATIONAL BUSINESS AND TRADE

Lecture hours: 60

OBJECTIVES: to impart the core body of knowledge in international business to the students. The course would introduce students to the international trading and investment environment and also create awareness about emerging issues such as outsourcing and sustainable development in the context of international business.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
Unit-I	Introduction to International Business	10Hrs		
	Globalization - concept, significance and impact on international business;	5	PPT, Illustrations	Q & A, Assignments
	international business contrasted with domestic business; complexities of international business; internationalization stages and orientations; modes of entry into international businesses.	5	PPT, Illustrations	Q & A, Assignments
Unit-II	International Business Environment	10Hrs		
	Role of political and legal systems in international business; cultural environment of international business; implications of economic environment for international business.	10	PPT, Illustrations	CIA
Unit-III	International Trade	10Hrs		
	Theories of International Trade – Theory of Absolute Advantage Theory, Theory of Comparative Advantage,	5	PPT, Illustrations	Q & A, Assignments
	Factory Proportions theory and Leontief paradox, Product Life Cycle theory, Theory of National Competitive Advantage; Instruments of trade control.	5	PPT, Illustrations	Q & A, Assignments
Unit-IV	Regional Economic Integration and International Economic Organizations.	10Hrs		
	Forms of regional economic integration; Integration efforts amongst countries in Europe, North America, and Asia: EU, USMCA, and SAARC; Cost and benefits of regional economic integration. International Economic Organisations: WTO- functions, structure and scope; World Bank and IMF.	10	PPT, Illustrations	Q & A, Assignments
Unit-V	International finance and contemporary issues in IB	10Hrs		
	Types of FDI - Greenfield investment, Mergers & Acquisition, strategic alliances; benefits and drawbacks of FDI. Overview of Exchange Rate systems. Contemporary issues in international business: Outsourcing and its potential for India; international business and sustainable development.	10	PPT, Illustrations	Q & A, Assignments

Reference Books:

1. Bennett, R. International Business, Delhi: Pearson.
2. Cavusgil, S. T., Knight, G. & Riesenberger. International Business: Strategy, Management and the New Realities. Pearson India.
3. Prema Kumari & Bhattacharya, International Business and Trade, Agra (U.P.), Shiksha Sagar Publisher and Distributors.
4. Charles, W L Hill & Jain, A. K. International Business, New Delhi: Tata McGraw Hill.
5. Chaturvedi, D.D., Jindal, D. & Kaur, R. International Business. Scholar Tech Press, Delhi.
6. Cherunilam, F. International Business: Text and Cases, 6th ed. PHI learning
7. Daniels, J. D., Radenbaugh, L. H. & Sullivan, D. P. International Business, Pearson Education.
8. Griffin, R. W & Pustay, M. W. International Business - A Managerial Perspective. Prentice Hall.
9. Joshi RM, (2009). International Business. Oxford University Press
10. Menipaz, E., Menipaz A. and Tripathi S.S. International Business: Theory and Practice. New Delhi. Sage Publications India Pvt. Ltd.

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