

Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch

**COURSE-4.5 International Business**

**Objectives**

- Enabling students to understand the concepts, trade theories and importance of international business environment.. Facilitating to understand, analyse and take decisions for a given international business environment. Helping the students acquire the required skills to be an effective management professional in international business environment. Inculcating about the changing international business marketing environment.

**UNIT – I Introduction:**

International trade - Meaning, History of Indian international trade relations with the world; Recent Trends in International Trade; Reasons for going International, Global Sourcing, Growing Economic Power of Developing Countries, Case Studies.

**UNIT – II International Business Environment:**

International vs national business - meaning and difference; Commodity Agreements, Cartels, State Trading, GATT & WTO, The Uruguay Round, UNCTAD; Trading Blocks - meaning and major trading block of the world - ASEAN, BRICS, EU, SAARC;

**UNIT – III Multinational Corporations:**

Definition, characteristics, different types, advantages and disadvantages on domestic Market; Recent Trends, Risks of failure of MNC's, Modes of entry into international business, Case Studies.

**UNIT – IV: Foreign Trade:**

Major imports and exports of India; Export and Import - Documentation and process; India's Foreign Exchange Reserves - recent trends; Currency fluctuations risks on business. Case Studies.

## **UNIT – V Exim Policy and Government Assistance:**

Recent Exim Policy of India; Promotion of Foreign Trade in India - Export Incentive and schemes, Export Processing Zones (EPZ) and Special Economic Zones (SEZ) - meaning, advantages and present situation, Case Studies.

### **Prescribed Books:**

1. SubbhaRao.P- International Business; Himalaya Publishing House
  2. Dr C B Gupta -International Business; S Chanda
  3. Dr. K. Aswathappa, International Business; Tata McGraw Hill
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