

NIRMA UNIVERSITY
Institute of Commerce
Bachelor of Commerce (Hons.)
[B.Com. (Hons.)]
Semester – II

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Course Code	GE101
Course Title	INTERNATIONAL BUSINESS

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. understand and evaluate the basis of international trade and business.
2. explain the various methods of entry into foreign markets and assess the suitable mode for international business.
3. understand the concept of globalization and discuss the implications of GATT/WTO in international business.
4. understand the India's institutional and policy framework for international business.

Syllabus

Teaching Hours

Unit I: Overview Of International Business <ul style="list-style-type: none"> • Introduction • Evolution of International Business • Stages of Internationalization • International business approaches • Importance of cross cultural Differences in International Business • Modes of Entry into International Markets • Advantages and Problems of International Business • Foreign Collaboration/ Technology Transfer Related Issues 	6
Unit II: Theories of International Business <ul style="list-style-type: none"> • Mercantilism • Theory of Absolute Cost and Comparative Cost Advantage • Relative Factor Endowment Theory • Product Life Cycle Theory • Porter's National Competitive Advantage Theory 	13

<p>Unit III: Globalization, World Trade Organization and Regional Economic Integration</p> <ul style="list-style-type: none"> • Concept of Globalization • Drivers of Globalization • Globalization of Markets, Production, Investment, Technology • Advantages and Disadvantages of Globalization • General Agreement of Tariff and Trade • Uruguay Round, Establishment of WTO and Various Agreement of WTO • GATS - Trade in Services • Concept of Regional Integrations and Regional Blocks 	13
<p>Unit IV: India's Institutional And Policy Framework For International Business</p> <ul style="list-style-type: none"> • Policy and Service Support Organizations • Commodity Specialization • Training and Research Institutions • Trading / Service Corporations • Risk Covering Institutions • Financial Institutions • Institutions Especially for SSIs and State Participation • An Overview of India's Foreign Trade Policy and Procedure 	13

Suggested Readings:

- 1 Carbaugh J. R. (2015) International Economics. Bangalore: Thompson South-Western.
- 2 Czinkota R.M., Ronkained I.A. and Moffet, M.H. (2014) International Business. Bangalore: Thompson South-Western.
- 3 Foreign Trade Policy and Handbook of Procedures. (2017) New Delhi: Centax Publications.
- 4 Francis C. (2016) International Business Environment. New Delhi: Prentice-Hall India.
- 5 Joshi, R. M. (2016) International Business. New Delhi: Oxford University Press.
- 6 Mithani, D.M. (2015) International Economics. Mumbai: Himalaya Publishing House.
- 7 Paul, Justin. (2016) International Business. New Delhi: PHI Learning Pvt. Ltd.
- 8 Rao, S. P. (2016) International Business; Text and Cases. Mumbai: Himalaya Publishing House.

w.e.f. Academic Year 2017-18 and onwards