# GUJARAT UNIVERSITY SYLLABUS FOR T.Y.B.B.A. SEMESTER V

**COURSE CODE-305 INTERNATIONAL BUSINESS**

**Introduction:**

In today’s global environment business has become boundary less but still much legal, market and political hurdles rustics business operations globally. It demands evaluation of every opportunity in international business as well as evaluation of every country for exploration of business activities. The intention is to have basic understanding of exploring business internationally.

## Objectives:

* + To understand Globalization, International Trade
	+ To know the procedure of operating business internationally
	+ To evaluate the opportunities in respect of different countries.
	+ To explore the avenues of entering the International Market

## Number of credits : 3 Lectures per week : 3 Total Sessions 40

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| --- | --- |
| Unit | Weightage |
| Unit I | 25% |
| Unit II | 25% |
| Unit III | 25% |
| Unit IV | 25% |
| Total | 100% |

**UNIT-1 Frame work for International Business**

* + Globalisation: Concept and factors affecting globalization and Restructuring
	+ International Business: Reasons for expansion
	+ Concepts: International Trade, International Marketing, International Investment, International Management and Global Business
	+ New Trade Theory: Internal and External Economics of Scale
	+ International Political System and Ideologies:
		- Types of Governments, Economies System, Political System
		- Concept of Embargo and Sanction
	+ Principles of International Law
	+ Cultural Orientation in International Business

### (Book: International Business: Rakesh Mohan Joshi, Oxford University Press)

**UNIT-2 Tools for International Business**:

* + Tools for country Selection
		- Market Potential Index
		- Global Competitive Index
		- FDI Confidence Index
		- Global Political Risk Index (Only Concepts)
	+ International Product Life Cycle
	+ International Monetary System
		- Fixed and Floating Exchange Rates
	+ Modes of Payment in International Trade
		- Advance Payment
		- Recoverable and Non Recoverable Letter of credit
		- Consignment Sales
		- Open Account

### (Books: International Business: Rakesh Mohan Joshi, Oxford University Press and International Business by: Justin Paul, Tata McGraw Hill)

**UNIT-3 Strategy and Structure of International Business**

* + Market Entry Strategies:
		- Exporting
		- Contractual Agreement
		- International SA
		- Joint Venture
		- Other Entry Mode
	+ Business Expansion Modes:
		- Trade Related Modes
		- Contractual Modes
		- Investment Modes

(Sub-modes are not to be asked separately)

### (Books: International Business: Rakesh Mohan Joshi, Oxford University Press)

**UNIT-4 Export & Import Procedure**

o Entire Export and Import Procedure (Ch-26 PP 487 to 510)

### (Book: International Business by: Justin Paul, PHIl)

Recommended Text Book:

1. International Business By: Rakesh Mohan Joshi, Oxford University Press
2. International Business:, By Justin Paul ,5th Edition, PHI
3. International Business, By: P. Subbarao, 2nd Edition, Himalaya Publishing House. Reference Books:
4. Global Business : Mike Peng and Deepak Srivastava , Cengage Publications
5. International Business: By Charles Hill and Arun Jain , Tata Mc Graw Hill Publication

## Topic for Assignment:

1. Discuss the efforts of particular company or industry in international Market
2. Discuss the efforts of foreign companies in entering in Indian Market
3. Evaluate any country on the basis of Market Potential Index Global Competitive Index
4. Explain International Product Life cycle of any Product.
5. Discuss any two Market Entry strategy adopted either by any industry or company for International Market.
6. Explain in detail entire Export Procedure for exporting any one product from india to Europe or Russia or USA or other Country.

## Topic for Presentation:

1. Discuss New Trade Theory and its impact in detail
2. Relevance of Cultural Orientation in International Business
3. Discuss Trade Related Modes of entry in International Business with reference to either FMCG products, Consumer Durables or Food and Beverage offering companies.
4. Critically evaluate Export Policy of Government of India with reference to particular Industry.