

MASTER OF COMMERCE - FOURTH SEMESTER

INTERNATIONAL BUSINESS

Code: **HC 4.1**

Contact Hours: 64

Credit Points: 4

Univ Code:

Work load: **4 hours per week**

Evaluation: Continuous Internal Assessment – **30 Marks**
Semester-End Examination – **70 Marks**

Objective: To familiarise the students with international business environment to apply the theories to analyse business issues in a globalised era.

Pedagogy: Lectures, group discussions, case analysis, assignments.

Module 1: International Business: Meaning, definition and types of International Business, factors influencing on international business, Reasons for the growth and Regulations of international business. Barriers to Trade: reasons for trade barriers, Tariff and Non-Tariff trade barriers. International Trade Theories-Theory of absolute advantage, Theory of comparative advantage, Factor endowment theory, International product life cycle theory.

Module 2: International Business Environment: Economic environment, legal and political environment, social and cultural environment, technological environment (PEST).

Module 3: Multinational Corporations: Conceptual framework, importance and characteristics of Multinational Corporations. The Internationalization process of MNCs, MNCs in India, why firms become multinational enterprises. Entry modes of International Business.

Module 4: Foreign collaborations and alliances, Joint Ventures: Foreign Direct Investment (FDI) – meaning, nature, foreign collaboration and alliances, factors influencing FDI, reasons for FDI, costs and benefits of FDI, present scenario of FDI in India, Make in India – An overview.

Module 5: Institutional framework of International Business: An IBRD, overview of WTO, IMF, Environmental aspects of International Business-TRIMS, GATT agreement, TRIPS, GATS, settlement of international commercial international disputes, ethical issues in business.

Recommended Books

1. Daniels, Radebaugh, Sullivan, **International Business**, Pearson Education
2. Alan M. Rugman, Richard M. Hodgetts, **International Business**, Pearson Education
3. Justin Paul, **International Business**, PHI
4. S.N.Chary, **Elements of International Business**, Wiley India Pvt., Ltd.
5. Charles W Hill, **International Business: Competing in the Global Market Place**, McGraw-Hill.
6. A.V. Vedipurishwar, **The Global CEO**, Vision Books.
7. G.S.Batra & R.C.Dangwal, **International Business : New Trends**
8. Anant K Sundaram J, Stewart Black, **The International Business Environment**, Prentice Hall of India
9. P Subbarao, **International Business**, HPH.