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| **FACULTY** | Dr. Mala Rani | **Course** | B. COM.(H) |
| **Year** | 2021-22 | **Semester** | VI |
| **Paper** | INTERNATIONAL BUSINESS | **Number of Lectures per week+ Tutorials** | 5+1 |
| **PAPER** | BCH 6.4 (d) | **COURSE SCHEME** | CBCS |

**BHARATI COLLEGE**

**(UNIVERSITY OF DELHI)**

**TEACHING PLAN**

**COURSE OBJECTIVES**: This course aims to introduce students to the international business, trading and financial environment. Students are also expected to understand the basic features of the foreign exchange market and types of exchange rates. The course also creates awareness about emerging issues such as outsourcing and environmental sustainability in the context of international business.

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| **UNIT**  **(HOURS/ TIME REQD.)** | **TOPICS FOR STUDENT PREPARATION/ (INPUT)** | **METHODOLOGY/**  **INSTRUCTIONAL TECHNIQUES (TOOLS)** | **LEARNING OUTCOMES**  **(OUTPUT)** | **LEARNING CONFIRMATION/**  **ASSESSMENT** |
| Unit I: **Introduction to International Business**  **International Business Environment**  Week 1-3 | Globalization and its growing importance in the world  economy; Impact of Globalization; International business contrasted with domestic businesses –  complexities of international business; Internationalization stages and orientations; Modes of  entry into International businesses.  Economic, demographic, cultural and political-legal environment | 1. Lectures 2. Interactive classroom sessions 3. Illustrations 4. Web-links 5. References | Understand the process of globalization, its impact on the evolution and growth of  international business and to appreciate the changing dynamics of the diverse international business environment | \*Assignment  **\*** Class discussions  **\*** Q&A sessions |
| Unit II: **International Trade**  **BOP**  Week 3-5 | Theories of International trade - Absolute advantage theory, Comparative  advantage theory, Factory proportion theory and Leontief paradox, Product life cycle theory,  National competitive advantage theory; Tariff and Non-Tariff Barriers.  Balance of payment account and its components | 1. Lectures, Interactive classroom sessions 2. Illustrations 3. Web-links 4. Video clippings 5. Role-play by students | Analyze the theoretical dimensions of international trade and intervention measures adopted; to appreciate the significance of different forms of regional economic integration and to understand the concept of Balance of payment account and its components. | \*Assignment  \*Q&A sessions  \*Class test |
| Unit III:  **Regional Economic Integration**  **International Economic Organizations**  Week 6-8 | Forms of regional integration; Integration efforts amongst  countries in Europe, North America and Asia: EU, NAFTA and SAARC; Cost and benefits of  regional economic integration.  WTO, UNCTAD, World Bank and IMF | 1. Lectures 2. Videos 3. Illustrations 4. Web-links 5. Role-play 6. Management games | Understand the significance of different forms of regional economic integration and to appreciate the role played by various international economic organisations such as the WTO, UNCTAD, IMF and World Bank. | \*Class Presentations  \*Assignment  \*Q&A sessions |
| Unit IV: **International Financial Environment**  **Exchange rate Determination**  Week 9-11 | Foreign exchange markets, Spot market, spot rate  quotations, bid-ask spreads, trading in spot markets, cross exchange rates, forward markets,  forward rate, long and short forward positions, forwards premium and discount; Arbitrage,  Hedging and Speculation; Types of exchange rate systems – fixed and floating, soft peg,  crawling peg, free float, managed float; Foreign exchange risk and exposure  Types of Exchange rates, Factors affecting exchange rate relative  inflation rates, interest rates, relative interest rates, relative income levels, government  controls, expectations. | 1. Lectures 2. Interactive classroom sessions 3. Illustrations 4. Web-links 5. Role-play | Familiarize students with the international financial environment, and get them acquainted with the basic features of the foreign exchange market – its characteristics and determinants. | \*Class Presentations  \*Assignment  \*Q&A sessions  \*Case study  \*Class test |
| Unit V: **Foreign Direct Investment**  **Developments and Issues in International Business**  Week 12-13 | Types of FDI - Greenfield investment, Brownfield investments,  Mergers & Acquisition, Strategic alliances; Benefits and drawbacks of FDI  Outsourcing and its potential for India;  International Business & Ecological considerations. | 1. Flipped classroom 2. Interactive classroom sessions 3. Illustrations 4. Web-links | Critically examine the concept and form of foreign direct investment, and to create  awareness about emerging issues in international business such as outsourcing and  ecological issues. | \*Revisions  \*Assignment  \*Question answer sessions  \*Class test  \*Guidance for Semester-end examinations |

**ASSESSMENT:**

**Internal Assessment: 25 Marks**

1. Written test in the end of February from the topics of Unit I, II & III - 10 Marks
2. Presentations in the 2nd & 3rd weeks of April from the topics of Unit IV & V – 10 Marks
3. Class attendance at the end of Semester – 5 Marks

**References**

• Bennett, Roger*. International Business*, Delhi: Pearson.

• Charles, W L Hill and Jain, Arun Kumar, *International Business*, New Delhi: Tata

McGraw Hill.

• Daniels John. D. Lee H. Radenbaugh and David P Sullivan. *International Business*,

Pearson Education.

• Griffin, Ricky W and Michael W Pustay- *International Business-A Managerial*

*Perspective* Prentice Hall.

• Mathur, V., Marwah, P. *International Business*, Pinnacle Learning

• Michael R. Czinkota, et al. *International Business.* Fortforth. The Dryden Press.

**Additional Resources:**

• *Economic Survey, various issues.*

• *RBI Report on Currency & Finance, various issues.*

• *UNCTAD Reports.*

• *Websites: RBI, IMF, WORLD BANK, WTO.*

• *WTO Annual report, various reports.*