

INTERNATIONAL BUSINESS MANAGEMENT (GC - 404)

S.Y.B.B.A. (Sem. - IV)

● Dr. Sheetal M. Randhir

● Dr. Neha Shantanu Puranik

Choice Based Credit System (CBCS)

As Per
New
Syllabus
2020



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This Text Book is useful for Savitribai Phule Pune University and other Universities of well as Competitive Exams.

International Business Management
(Course Code - 404 GC)
S.Y.B.B.A. (Sem. - IV)

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2020

Price : 165/-



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Syllabus

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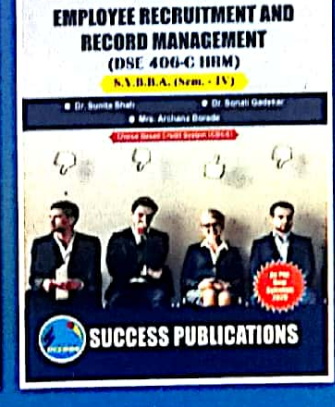
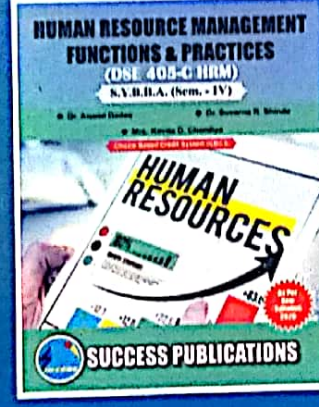
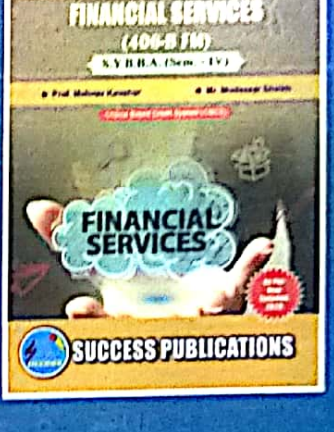
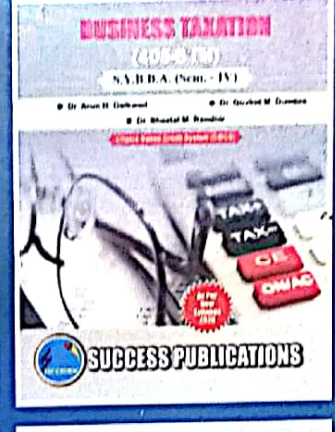
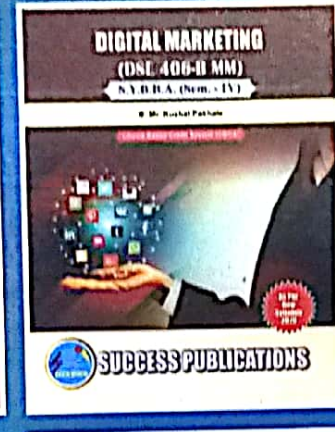
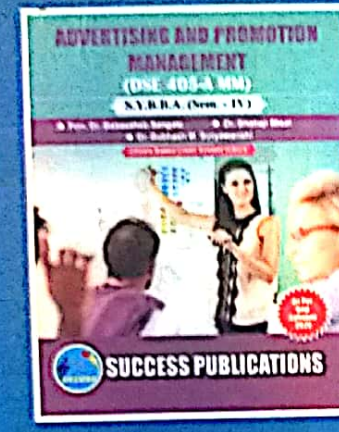
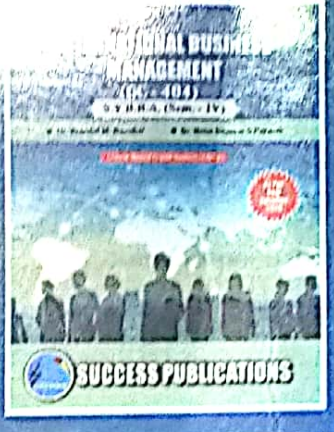
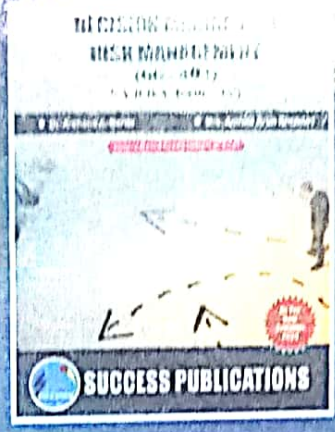
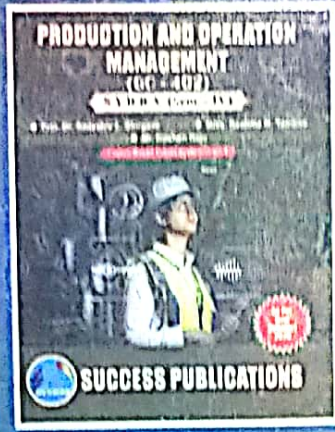
International Business Management (GC-404)

Unit No.	Topic
1	Introductions to International Business <ul style="list-style-type: none">• Meaning, Nature and Scope of International Business• Globalization – Effects on Economy, Advantages and Challenges• International Trade Theories and its applications – Reasons for international trade Ricardo's Theory, Hecksher Ohlin Theory, Michael Porter's Diamond model.
2	International Business Environment <ul style="list-style-type: none">• International Corporations – Meaning, Scope and Nature• Role and Importance of Multi-National Corporations in International Business.• Foreign Direct Investment – Meaning, Concept, Importance.• Legal Aspects of FDI from Indian Context.• Cultural and Demographic Environment – Meaning and Importance in International Business
3	International Finance <ul style="list-style-type: none">• Meaning of Exchange Rate• Determination of exchange rate – Fixed, flexible and managed.• Concept of Spot Rate, Forward rate and Futures• Balance of Trade and Balance of Payments – Introduction, Concept and Importance.• Documentation in International Trade and EXIM Finance.• Financing Techniques and Export Promotion Schemes• World Bank and International Monetary Fund – Objectives and Function

4

International Economic Zones and Foreign Trade

- World Trade Organization (WTO) – Evolution and Functions
- Regional Trading Agreements, India and Trade Agreements, Regional Integration.
- Global Sourcing – Introduction, Concept, Challenges, Advantages (Indian Context)
- Composition and Direction of India's Foreign Trade since 2000.
- Case Studies in International Business with reference to Indian Economy on –
 - International Marketing
 - International Finance
 - International Human Resource Management
 - International Strategic Management
 - Ethics in International Business



All Semesters Available



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