

**Kavayitri Bahinabai Chaudhari North Maharashtra University
Jalgaon, Ordinance 181**

College Name : Institute of Management Research and Development,
Shirpur

Title of the Course : **Certificate Course in International Business**

Aims / Objective : To introduce International Business, Trade policy and framework.

Duration of the Course : - 1 Year

Course Structure :1) Paper I - International Business Environment
2) Paper II - International Trade And Policy Framework
3) Paper III- Practical on International Business

Eligibility of the Course: - Student passed in the Higher Secondary Examination (HSC) (10+2) or equivalent examination.

SN	Paper	Name of the subject	Theory / Practical	Teaching Hours	Maximum Marks Allotted			Passing			Credit
					Ext	Int	Total	Ext	Int	Total	
01	Paper I	IBE	THEORY	90	60	40	100	24	16	40	6
02	Paper II	ITPF	THEORY	90	60	40	100	24	16	40	6
03	Paper III	PIB	PRACTICAL	120	60	40	100	24	16	40	8

Minimum Staff : - 03 Three

Mode of Examination : - English (Theory & Practical)

Detailed Syllabus : - Attached

Paper-I International Business Environment (90 Hrs)

Unit I: Introduction to International Business (15 Hrs.)

- 1) Meaning, Importance, nature and scope of International business.
- 2) Modes of entry into International Business.
- 3) Internationalization process and Multinational Corporations and their involvement in International Business.
- 4) Issues in foreign investments, technology transfer, pricing and regulations.

Unit II: International Business Environment (15 Hrs.)

- 1) Economic environments in International Business
- 2) Political environments in International Business
- 3) Cultural environments in International Business
- 4) Legal environments in International Business.
- 5) Framework for analyzing international business environment.

Unit III: Balance of Payment Account (15 Hrs.)

- 1) Concept and significance of balance of payments account;
- 2) Components of balance of payments;
- 3) Balance of payment deficits and surplus.

Unit IV: International Trading and Investment Structure (15 Hrs.)

- 1) World trade in goods and services – Major trends and developments;
- 2) World trade – Tariff and non-tariff barriers;
- 3) Foreign investments – Pattern, Structure and effects
- 4) Movements in foreign exchange and interest rates

Unit V: International Financial Institutions (15 Hrs.)

- 1) WTO and Developing Countries,
- 2) IMF & GATT
- 3) World Bank
- 4) International Financial Institutions

Unit VI: Contemporary Issues in International Business: (15 Hrs.)

- 1) Economic Issues in International Business
- 2) Political Issues in International Business
- 3) Cultural Issues in International Business
- 4) Legal Issues in International Business.
- 5) Labour Issues in International Business

References:

- Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
- Hill, Charles W. L., International Business, McGraw Hill, New York.

Paper-II International Trade And Policy Framework (90 Hrs.)

Unit I - Theoretical Foundations of International Trade (15 Hrs.)

- 1) Reasons for international trade.
- 2) Traditional Theories of international trade.
- 3) Modern Theories of international trade

Unit II - Direct Investment (15 Hrs)

- 1) FDI in the world economy
- 2) Cost of FDI to Host and Home Countries
- 3) Benefit of FDI to Host and Home Countries,
- 4) Government Policy Instruments and FDI
- 5) Foreign debtsituation.

Unit III - Instruments of Commercial Policy (15 Hrs)

- 1) Tariffs quotas and other measures
- 2) Arguments for and against protection
- 3) Trade regulations and WTO; Trade policy and developing countries.

Unit IV - Factor Movements and International Trade in Services (15 Hrs)

- 1) Capital flows-Types and theories of foreign investments
- 2) Barriers to foreign investments; Labour migration;
- 3) Theory of international tradein services.

Unit V – Regional Economic Integration (15 Hrs)

- 1) Levels of Regional Economic Integration
- 2) Free trade area,customs union, economic union, and common market
- 4) Trade creation and diversion effects
- 3) NAFTA,EU, SAARC, ASEAN.

Unit VI - Policy Framework and Promotional Measures (15 Hrs)

- 1) India's foreign trade and investment policy
- 2) Policy making body and mechanism
- 3) Export promotion measures and infrastructure support –export and trading, houses, export promotion schemes and incentives
- 4) Institutional arrangements forexport promotion; Export processing/special economic zones, 100% EOUs.

References:

1. Economic Survey, Govt. of India.
2. Export-import Policy and Other Documents, Govt. of India.
3. Hazari, R. Bharat, Micro Economic Foundations of International Trade, Croom Helm, London and Sydney.
4. Letiche, John M., International Economics: Policies and Theoretical Foundations, Academic Press, New York.
5. Mannur, H.G., International Economics, Vikas Publishing House, New Delhi,
6. Salvatore, D., International Economics, John Wiley and Sons.
7. Sodersten, BO, International Economics, McMillan, London

Practical guidelines:-

- A group of three to four students are asked to study an industry specific problem by visiting to the Export department of any organization in Dhule district.
- A student is required to submit a conceptual or empirical report about the same.
- The detailed pre synopsis of the study will be prepared by the student and approved by the faculty in the beginning.
- Student will also be required to study in-depth at least one specific issue related to the problem at hand in their respective industry related to exporting area.
- The detailed synopsis of the study will be prepared by the group and approved by the faculty as well as the HR manager from the industry.
- The group will also be required to study in-depth at least one specific issue related to
- working of the Export department in the selected respective industry.