



North Maharashtra University, Jalgaon

(NACC Accredited 'B' Grade University)

COMMERCE & MANAGEMENT FACULTY

New Syllabus: M.Com (w.e.f. June -2014)

SEMESTER: II Optional Subject B

Paper 203-B International Business

Semester Pattern: External Marks 60 +Internal Marks 40 = Maximum Total marks: 100 lectures:
48

Objective :

- The pedagogical goal is to understanding the impact of international business and its implications .
- To Identify the critical aspects of the external environment must be know when before entering to international Business .
- To train student to play in an international economic environment involving risk and uncertainty.
- To understand the potential advantages and limitations of international trade arrangements.
- To Understand the role of culture, Regulation and comparative advantage in International Business operations
- To Develop students views on International Business topics including theoretical foundation of international trade, EXIM, WTO etc.

1) Introduction to International Business (IB)

10)

- a) Concept of International Business
- b) International Vs Domestic Business
- c) Evolution, Development & Factors leading to Growth of IB
- d) International Orientation
- e) Globalization of Business Structure

2) Entry Modes of International Business

08)

- a) Determinants of Entry Mode
 - i)country-specific,
 - ii) Industry-

specific,

iii) Firm-specific,

iv) Project-specific

b) Selection & Choices

i) Trade Related

ii) Contractual

iii) Investment
Based

3) International Business Environment

08)

a) Meaning of IB Environment, IB Environmental

Factors b) Socio-cultural & Ethical Environment

c) Economic

Environment d)

Political Environment

e) Technological Environment

4) International Business Strategies

10)

a) Strategy: Role & Choices

b) Strategy formulation: Approaches, Spectrum, Levels

c) Planning, Organization & Control

d) International Marketing Strategy

e) International Investment & Financing Strategy

f) International HRM Strategies

5) Global Trade

12)

a) World Trade Organization

i) Establishment of WTO

ii) Anti Dumping Measures

iii) Dispute settlement Mechanism

iv) TRIMS & TRIPS

v) WTO & India

b) India Foreign Trade

i) EXIM Policy

- ii) Export Procedure
- iii) Export Incentives
- iv) Import Procedure

REFERENCEBOOKS:

- 1) International Business: K. Ashwathappa - Tata McGraw Hill Publications
- 2) International Business: concept Env. & Strategies – Vyuptakesh Sharan – Pearson Publications
- 3) International Business – Hill & Jain – Tata McGraw Hill Publications
- 4) International Business: Text & Cases – P. Subba Rao – Himalaya Publications
- 5) International Business: concept Env. & Strategies – Sumati Varma – Ane Books
- 6) International Business – Justine Paul – Prantice Hall Publications
- 7) International Business – Shyam Shukla – Excel Books Publications
- 8) International Business Environemt & Management: V.K. Bhalla – Anmol Publications
- 9) International Business- O.P.Agrawal – Himalaya Publications