

# SYLLABUS

## BBA 302: INTERNATIONAL BUSINESS

**Objectives:** *The objective of this course is to familiarize students with the concepts, importance and dynamics of international business. The course also discusses theoretical foundations of international business to the extent these are relevant to understand the mechanics of global business operations and development.*

### UNIT – I

**Introduction to International Business:** Globalization and its growing importance in world economy; Forces behind globalization; Criticism of globalization; International business contrasted with domestic business- complexities of international business.

Modes of entry in international business.

**International Business Environment:** Economic, Cultural, Political and Legal environments; Global Trading environment – recent trends in world trade in goods and services.

**Theories of International Trade** (a brief overview) - Mercantilism, Absolute Advantage, Comparative Advantage, Factor Endowment, Product life cycle, Porter's Diamond Model. Government Influence on Trade- Tariff and non- tariff measures.

**International Organizations:** WTO- Its Objectives, principles, organizational structure and functioning. An overview of- UNCTAD, World Bank and IMF.

### UNIT – II

**Regional Economic Co-operation:** Forms of regional groupings; Integration efforts among countries in Europe, North America and Asia. India's recent Trade Agreements.

**Developments and Issues in International Business:** Foreign Direct Investments in India; Measures for promoting foreign investments in India. Outward Foreign Direct Investments from India; Indian joint ventures, acquisitions and green field investments abroad.

**Trends in India's Foreign Trade-** volume, composition and direction of trade. Balance of payment crisis.

Foreign Trade Promotion Measures in India: Latest EXIM Policy.