

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of **BBA : VI Semester**
International Business Management
(w.e.f. 2018-19 and onwards)

Teaching hours per week – 04 :	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcome:

At the end of this course students will be able to:

1. Explain business expansion abroad and key issues related to their operations in other countries.
2. Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.
3. Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.
4. Recent problems of the international economic system, as well as country-risk analysis.
5. Study the recent trends in the mechanics of importing and exporting; joint venture, marketing and accounting, and international financial management.

Syllabus

Modules	Syllabus	HOURS
Module 1	Introduction <ul style="list-style-type: none">● Definition and meaning of international business● Scope of international business● Special difficulties in international business● Benefits of international business● Country Attractiveness (LPG)	08
Module 2	INTERNATIONAL BUSINESS ENVIRONMENT <ul style="list-style-type: none">● Understanding of international business environment, Framework for analyzing the international business environment● Economic, Technological, Socio-cultural, Political and legal environment; International Economic Environment● International financial system● Institutional support to International Business - UNO, IMF, World Bank, UNCTAD, WTO	10
Module 3	STRATEGIC APPROACH TO INTERNATIONAL	08

	BUSINESS <ul style="list-style-type: none"> ● Strategic Compulsions ● Global Portfolio Management ● Modes of Entry ● Organizational Structure ● Control Mechanism ● Performance Issues 	
Module 4	INTERNATIONAL TRADE <ul style="list-style-type: none"> ● General Agreements on Tariffs and Trade- GATT ● Modern Theories of International Trade ● Regional Trading Blocks ● SEZ, Make In India ● Export Import Procedures ● International Commercial Terms 	10
Module 5	FOREIGN INVESTMENT AND FDI <ul style="list-style-type: none"> ● The role of foreign investment, Foreign Direct Investment (FDI) ● Foreign Portfolio Investment (FPI) Capital Inflows and Overheating 	10

TEXT BOOKS:

1. Adhikary, Manab, GLOBAL BUSINESS MANAGEMENT, Macmillan, New Delhi.
2. Aswathappa, INTERNATIONAL BUSINESS, Tata McGraw Hill publications, New Delhi.
3. International Business: Francis Cherunillam

REFERENCE BOOKS:

1. Black and Sundaram, INTERNATIONAL BUSINESS ENVIRONMENT, Prentice Hall of India, New Delhi.
2. WTO-Structure, Functions, Tasks, and Challenges – Alok Roy