**SIR PADAMPAT SINGHANIA UNIVERSITY**



**Udaipur**

**Lesson Plan**

**Name of the Course Teacher** : Dr.Manish Dadhich

**Subject** : International Business

**Branch** : BBA **Semester** : IV **Year:** II

**Course Code**: BM-295 **L-T-P-C** : 3-0-0-3 **w.e.f**: 1 Jan. 2020

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| **S. No.** | **Topics** | **Contact**  **Hours**  **(Lectures)** | |
| Mid-term I | 1 Jan 2019 to 31 Jan 2019 |  | |
| **Book Recommended:**  **1.** Hill C.W.L., International Business, 8th Ed. McGraw-Hill Higher Education. 2015.  **2.** [Francis Cherunilam](https://www.amazon.in/s/ref=dp_byline_sr_ebooks_1?ie=UTF8&text=FRANCIS+CHERUNILAM&search-alias=digital-text&field-author=FRANCIS+CHERUNILAM&sort=relevancerank), International Business, Himalaya Publishing House, New  Delhi | | | |
| **Introduction to International Business** | | | |
|  | Introduction to International Business | | 1 |
|  | Globalization & its importance in world economy; | | 1 |
|  | Impact of globalization | | 1 |
|  | International business vs. domestic business | | 1 |
|  | Complexities of international business & Modes of entry into international business | | 1 |
|  | International Business Environment: National & foreign environments | | 1 |
|  | Economic, cultural & political-legal environments | | 1 |
| International organization Theories of International Trade | | | |
|  | Theories of International Trade: | | 1 |
|  | Classical Theories and relevance | | 1 |
|  | Theory of National Competitive Advantage | | 1 |
|  | Product Life Cycle theory | | 1 |
|  | Commercial Policy Instruments tariff & non-tariff measures | | 1 |
|  | types of tariff & non tariff barriers (Subsidy, Quota & Embargo) | | 1 |
|  | Total | | 13 |
| Mid-term II | 6 Feb 2019 to 13 March 2019  **Book Recommended:**  3. K. Aswathappa, International Business, Himalaya Publishing House, New Delhi | |  |
|  | Balance of payment account & its components | | 1 |
|  | International Organizations: WTO – introduction & objectives | | 1 |
|  | principles, organizational structure | | 1 |
|  | UNCTAD and its role | | 1 |
|  | Commodity & other trading agreements (OPEC) | | 1 |
| Regional Economic Co-operation | | | |
|  | Regional Economic Co-operation: Forms of regional groupings | | 1 |
|  | NAFTA, EU | | 1 |
|  | ASEAN & SAARC | | 1 |
| International Financial Environment | | | |
|  | International financial system & institutions IMF– Objectives & Functions | | 1 |
|  | World Bank- overview, Objectives | | 1 |
|  | Functions of world banks | | 1 |
|  | Foreign exchange markets, Perspective Foreign investment in Indian | | 1 |
|  | International business negotiations | | 1 |
|  | Developments & Issues in International Business: | | 1 |
|  | Total | | 14 |
| End Term | 19 March to 24 April 2019  Book Recommended:  4. S. Salim, Business Environment, Pearson Education, New Delhi, 2017. | |  |
| Foreign Trade Promotion Measures | | | |
|  | Outsourcing & its potentials for India. | 1 | |
|  | Role of IT in international business | 1 | |
|  | International business & ecological considerations. | 1 | |
|  | Foreign Trade Promotion Measures, trends | 1 | |
|  | Foreign Trade Promotion Organizations in India | 1 | |
| Indian Economy and various issues | | | |
|  | Special economic zones (SEZs) & export oriented units (EOUs) differences | 1 | |
|  | Measures for promoting foreign investments in India, trends | 1 | |
|  | Financing of foreign trade & payment terms | 1 | |
|  | Sources of trade finance (Banks, factoring, forfeiting) | 1 | |
|  | Total | 09 | |
| **Total Lectures** | | 36 | |

[**www.swayam.gov.in/www.nptel.ac.in-**](http://www.swayam.gov.in/www.nptel.ac.in-)

Will pursue course International business from Jan. 2020 (if available on portal)

For Students:

1. There are one mid-term examination, second midterm and one final examination.
2. There should be many Quizzes to evaluate the performance of every student.
3. There will be regular presentation on any topic of syllabus.
4. Group assignment and group presentation in every term.
5. Think-pair-share (TPS): discussion with students about relevance and learning of the video.

a. Think (4 min): state present scenario and future prospect of these topics individually.

b. Pair (3 min): Students will present his/her points to the class and final answer is concluded by the teacher (Summarization).

Evolution Criteria for the students:

* Mid-term Examination I – 25 marks
* Mid-term Examination II – 25 marks
* End-term Examination – 100 marks