Objective:
- To know the procedure of operating business internationally
- To evaluate the opportunities in respect of different countries
- To explore the avenues of entering the International Market

Number of credits: 2
Lectures per week: 2 of one hour each
Total sessions: 30

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Unit – I

Frame work for International Business
- Globalization: Concept and factors affecting globalization and Restructuring
- International Business: Reasons for expansion
- New Trade Theory: Internal and External Economics of Scale
- International Political System and Ideologies:
  - Types of Governments, Economies System, Political System
  - Concept of Embargo and Sanction
- Principles of International Law
- Cultural Orientation in International Business

Unit – II

Tools for International Business:
- Tools for country Selection
  - Market Potential Index
  - Global Competitive Index
  - FDI Confidence Index
  - Global Political Risk Index (Only Concepts)
- International Product Life Cycle
• International Monetary System
  o Fixed and Floating Exchange Rates
• Modes of Payment in International Trade
  o Advance Payment
  o Recoverable and Non Recoverable Letter of credit
  o Consignment Sales
  o Open Account

Unit – III

Strategy and Structure of International Business
• Market Entry Strategies:
  o Exporting
  o Contractual Agreement
  o International SA
  o Joint Venture
  o Other Entry Mode
• Business Expansion Modes:
  o Trade Related Modes
  o Contractual Modes
  o Investment Modes
  (Sub-modes are not to be asked separately)

Unit – IV

Export & Import Procedure
  o Entire Export and Import Procedure

Reference:
  1. International Business: Rakesh Mohan Joshi, Oxford University Press
  2. International Business by: Justin Paul, Tata McGraw Hill