

**GUJARAT UNIVERSITY  
SYLLABUS FOR --- TY B.COM.**

**SEMESTER VI  
Subject Code: FC 302 E  
NAME OF THE COURSE: International Business**

**Objectives:**

- 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**

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**Unit – I**

**Frame work for International Business**

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

**Unit – II**

**Tools for International Business:**

- Tools for country Selection
  - o Market Potential Index
  - o Global Competitive Index
  - o FDI Confidence Index
  - o 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
3. Global Business : Mike Peng and Deepak Srivastava , Cengage Publications