

Approved by the BOS in B.Com (Banking & Insurance) on 16-11-2024 Item No. 03

Tolani College of Commerce (Autonomous)

Programme: B.Com. Banking & Insurance Semester – V

Title of the Course: International Business

**Syllabus for 4 Credit Course
From the Academic Year 2025 – 2026**

Name of the Course: International Business

Sr. No.	Heading	Particulars
1	Description of the course:	International Business examines the complexities of global trade, investment, and market entry strategies. It offers a comprehensive overview of international Economic institutions, regional groupings and provides in-depth insights into export and import procedures.
2	Type:	Theory
3	Credit:	4 Credits
4	Hours Allotted:	60 Hours
5	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
6	Course Objectives: <ol style="list-style-type: none"> 1. Ability to understand the Importance and Environment of International Business 2. Ability to understand the International Economic Institutions and Regional Groupings 3. Ability to understand the International Marketing and Human Resource Management 4. Ability to understand the Preliminaries for Export Import, Documentation, Procedures and Foreign Trade Policy 	
7	Course Outcomes: <ol style="list-style-type: none"> 1. Learners will be able to understand Importance and Environment of International Business 2. Learners will be able to understand International Economic Institutions and Regional Groupings 3. Learners will be able to understand International Marketing and Human Resource Management 4. Learners will be able to understand Preliminaries for Export Import, Documentation, Procedures and Foreign Trade Policy 	
8	Module I: Introduction to International Business (15 Hours)	
	Introduction to International Business- Importance, Nature and Scope of International Business, Drivers of International Business, Evolution of International Business, Strategies of Going International, Globalization, Multi-National Corporations- Nature, Goals of MNCs, India's Presence- Advantages and Disadvantages of MNCs International Business Environment: Economic, Political, Cultural and Legal Environments in International Business	
	Module II: International Economic Institutions and Regional Groupings (15 Hours)	
	Institutional Support to International Business, Role of World Bank, IMF, ILO, UNCTAD, UNIDO and ADB in International Business, World Trade Organization (WTO), Origin, Objectives, Functions, GATT and WTO, Principles of WTO, Transparency, MFN Treatment, National Treatment, Free Trade, Dismantling Trade Barriers, Rule Based Trading System, Treatment for LDCs, Competition Principle, Environment Protection, Key Subjects in WTO, Agriculture, TRIPS, TRIMS, GATS, Implications for India Integration between Countries: Levels of Integration, Growth of Trading Blocs, Impact of Integration, Major Regional Trading Groups, The European Union, NAFTA, APEC, ASEAN, MERCOSUR, BRICS, SAARC, OPEC	
	Module III: International Marketing, Human Resource Management (15 Hours)	
	International Marketing, Domestic and International Marketing, Compared Benefits of	

	<p>International Marketing, Major Activities, International Market Assessment, International Product Strategies, Pricing Issues and Decisions, Dumping, Promotion Issues and Policies.</p> <p>International Human Resource Management, Nature, Growing Interest in IHRM, DHRM and IHRM compared, Managing International HR activities, Expatriation and Repatriation of employees</p> <p>Module IV: Preliminaries for Export Import, Documentation, Export Import Procedures and Foreign Trade Policy (15 Hours)</p> <p>Steps in Export Procedure , Export Contract, Forward Cover, Export Finance, Institutional Framework for Export Finance, Excise Clearance, Pre-shipment Inspection, Methods of Pre-shipment Inspection, Role of Clearing and Forwarding Agents, Shipping and Customs Formalities, Customs EDI System, Negotiation of Documents, Realization of Exports Proceeds.</p> <p>Pre-Import Procedure- Steps in Import Procedure, Legal Dimensions of Import Procedure, and Customs Formalities for Imports, Warehousing of Imported Goods, Exchange Control Provisions for Imports & Retirement of Export Documents. Foreign Trade Policy Highlights (latest), Duty Drawback, Deemed Exports, ASIDE, MAI & MDA, Star Export Houses, Town of Export Excellence, and EPCG Scheme.</p>
9	<p>References Books:</p> <ol style="list-style-type: none"> 1. Ravi Shankar “ International Business: Text and Cases” - 2012 2. K. Aswathapa “ International Business” – 2020 3. Paul Krugman and Maurice Obstfeld “International Trade: Theory and Policy” – 2020 4. R. Srinivasan “International Marketing” – 2021 5. Information Resources Management Association “International Business: Concepts, Methodologies, Tools, and Applications” - 2021 6. Ashok S. Gupta “International Business: A Strategic Management Approach” – 2021 7. A.B. Rao “Export Management: A Practical Guide” – 2022 8. S. R. Sinha “Regional Economic Integration: A Global Perspective” - 2022 9. V. K. Gupta and P. Gupta “International Business Management” – 2023 10. R. V. Choudhary “International Business: Emerging Markets” – 2023

Evaluation Pattern

Continuous Evaluation: 40%
Semester End Examination: 60%

The Continuous evaluation will consist of

	Total Marks
Assignment/Project Work/Presentation/Case Study	30
Online MCQ Objective Test	10

Semester End Examination Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particular	Marks
Q-1	Attempt any Two of the following: (Module – 1) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-2	Attempt any Two of the following: (Module – 2) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Attempt any Two of the following: (Module – 3) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Attempt any Two of the following: (Module – 4) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Signature of Team Members

Sr. No.	Name	Signature
1	Dr. Ishtiyah Chiplunkar	
2	Ms. Neha Gupta	