

AC –11-03-2025
Item No. –04

Approved by the BOS in Bachelor of Commerce (Management Studies) on 06-03-2025 Item No. 03

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

Title of the Course: International Business

Programme: Bachelor of Management Studies Semester-VI

Syllabus for 4 credits

From the academic year 2025 - 2026

Name of the Course: International Business

Sr. No.	Heading	Particulars
1	Description the course:	International business involves the conduct of commercial transactions and activities across national borders, encompassing trade in goods, services, investments, and technology transfer.
2	Vertical:	Major
3	Type:	Theory
4	Credit:	4 Credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	Course Objectives: <ol style="list-style-type: none">1. To understand the concepts of International Business2. To orient the International Economic Institutions and Regional Groupings3. To develop knowledge of students for the International Marketing, Human Resource Management4. To understand the Preliminaries for Export Import and Documentation, Export Import Procedures and Foreign Trade Policy	
8	Course Outcomes: <ol style="list-style-type: none">1. Learners will be able to understand concepts of International Business2. Learners will be able to understand International Economic Institutions and Regional Groupings3. Learners will be able to understand International Marketing, Human Resource Management4. Learners will be able to understand Preliminaries for Export Import and Documentation, Export Import Procedures and Foreign Trade Policy	

Module 1: 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 2: 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 3: International Marketing, Human Resource Management (15 Hours)

- International Marketing, Domestic and International Marketing, Compared Benefits of International Marketing, Major Activities.
- International Market Assessment, International Product Strategies, Pricing Issues and Decisions, Dumping, Promotion Issues and Policies.
- International Human Resource Management, Nature, Growing Interest in IHRM, DHRM and IHRM compared, Managing International HR activities, Expatriation and Repatriation of employees

Module 4: Export Import Procedures and Foreign Trade Policy:

- Policy: 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, Realisation of Exports Proceeds.
- Pre-Import Procedure- Steps in Import Procedure, Legal Dimensions of Import Procedure, 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, EPCG Scheme

10	References: <ul style="list-style-type: none"> • Charles W. L. Hill and G. Tomas M. Hult - "International Business: Competing in the Global Marketplace" by - 2022 • John D. Daniels, Lee H. Radebaugh, and Daniel P. Sullivan - "International Business: Environments and Operations" - 2021 • S. Tamer Cavusgil, Gary Knight, and John Riesenberger - "International Business: The New Realities" - 2021 • John B. Cullen and K. Praveen Parboteeah - "International Business: Strategy and the Multinational Enterprise" - 2020 • John J. Wild, Kenneth L. Wild, and Jerry C. Y. Han - "International Business: The Challenges of Globalization" - 2022 • Ricky W. Griffin and Michael W. Pustay - "International Business: A Managerial Perspective" - 2021 • Alan M. Rugman, Simon Collinson, and Rajneesh Narula - "International Business: A Strategic Management Approach" - 2020 • Sumati Varma and David A. Ricks - "International Business: Theories, Policies, and Practices" - 2021 • John J. Wild, Kenneth L. Wild, and Jerry C. Y. Han - "International Business: The Challenges of Globalization" - 2022 • Rao - "International Business: Theory and Practice" - 2020 						
11	Internal Continuous Assessment: 40%	Semester End Examination: 60%					
12	Continuous Evaluation through: (40 Marks) <table border="1" data-bbox="475 1098 1229 1358" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th data-bbox="475 1098 941 1140" style="text-align: center;">Component</th> <th data-bbox="941 1098 1229 1140" style="text-align: center;">Total Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="475 1140 941 1358" style="text-align: center;"> Assignment/Case Studies/Book Review/ News Analysis/Presentation/ /Project/ Class Test </td> <td data-bbox="941 1140 1229 1358" style="text-align: center; vertical-align: middle;"> 40 Marks </td> </tr> </tbody> </table>			Component	Total Marks	Assignment/Case Studies/Book Review/ News Analysis/Presentation/ /Project/ Class Test	40 Marks
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Assignment/Case Studies/Book Review/ News Analysis/Presentation/ /Project/ Class Test	40 Marks						
13	Format of Question Paper: for the final examination Question Paper Pattern for Semester End Examination (SEE) Maximum Marks: 60 Duration:2 Hour						
	Q. No.	Particular	Marks				
	Q-1	Attempt any TWO the following: (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks				

	Q-2	Attempt any TWO the following: (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
	Q-3	Attempt any TWO the following: (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
	Q-4	Attempt any TWO the following: (Module 4) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
	Note: Any of the full length question of 7.5 Marks can be a case study.		

Signatures of Team Members

Sr. No	Name	Signature
1.	Dr. Sadhana Venkatesh	
2.	Ms. Shalini Clayton	
3.	Ms. Ashiyana Shaikh	
4.	Ms. Ranjeeta Rahul Prajapati	