

**ST. JOSEPH'S COLLEGE OF COMMERCE  
(AUTONOMOUS)  
DEPARTMENT OF POST GRADUATION - COMMERCE**

**LESSON PLAN**

**Subject Code: P115 MC 103**

**Subject Name: International Business Environment**

**Faculty: Dr. Mohan P Philip**

**Academic year: 2016-17**

**Semester: ODD**

**Degree/Branch: M.Com**

**Year/Sem: 2016/ I SEM**

**Total no of Hrs in Syllabus:**

**Lecture: 45**

**Grand Total: 45**

- Objectives:**
1. To familiarize the students with the concepts, functions and practices of international business.
  2. To enable them get global perspective on issues related to business.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
<b>UNIT - I</b>	<b>Nature of International Business (IB)</b>	<b>08</b>		
1.	Nature of International Business (IB) - Drivers of International Business	1	Lecture	Question and Answer
2.	Comparison of IB and Domestic Business	1	Lecture	Quiz, MCQ
3.	Routes of globalization, Players in International Business.	1	Case Discussions	Assignments
4.	Theories of international trade, Concepts on international trade: classical	2	Lecture	Quiz, MCQ
5.	Factor endowment factor price equalization terms of trade, new trade theories	2	<b>Lecture &amp; Class Activity</b>	
6.	Revision	1	Test	
<b>UNIT - II</b>	<b>International Business Environment</b>	<b>11</b>		
1	Unipolar world: US hegemony over the global economy.	2	Lecture	Quiz, MCQ
2	The global economic performance: The US slowdown	2	Lecture	Assignments
3	The recession in the Japanese Economy	2	Lecture	Question and Answer
4	Socio-cultural environment, Significance, Religion, Language, Education,	1	Lecture	Quiz, MCQ
5	Aesthetics, Attitudes, Culture, Cross cultural literacy,	1	<b>Class Activity</b>	
6	Managing Diversity, Strategy , Compatibility	1	lecture	
7	Social Responsibility of Business.	1	Lecture	Quiz, MCQ
8	<b>Revision</b>	1	Test	
<b>Module-</b>	<b>International Trade:</b>		Lecture	Quiz, MCQ

<b>111</b>		<b>7</b>		
4	Licensing, Franchising, Joint Ventures.	2	Lecture	Assignments
5	Electronic Commerce – International Sale Contracts	2	Lecture	Question and Answer
6	Imports – Exports – Customs – International Carriage	1	Lecture	Quiz, MCQ
7	Restrictions in trade – Dispute resolution mechanisms.	1	Lecture	Assignments
8	Revision	1	Test	
<b>UNIT- IV</b>	Trade and Development:	8		
1	Developing Countries Free Trade Versus Protection Debate	1	Lecture	Quiz, MCQ
2	Quota Tariff other Methods of Restricting Trade , an overview of Gains from Trade,	1	Lecture	Quiz, MCQ
3	FDI, MNC, FII- Labour Migration,	1	Lecture	Assignments
4	Outsourcing Technology Transfer International Cartel, Need and Problems Trade Liberalization –	2	Case Discussions	Question and Answer
5	Process of Globalization. Overview and Principles of GATT, WTO.	1	Lecture	Quiz, MCQ
6	Provisions AGRI, MFA, TRIMS TRIPS, GATS,	2	Lecture	Quiz, MCQ
7	Relevance to Developing Countries.	1	Test	
8	Trading Blocks: Impacts – Levels of Integration Agreements on Subsidies and Countervailing Measures (SCM)	11	Lecture	Question and Answer
9	Anti-Dumping Measures	1	Lecture	Assignments
10	Revision	1	Lecture	Quiz, MCQ
<b>UNIT –V</b>	International Payment Mechanisms	1	Activity	
	Letters of Credit (LC)	1	Lecture	Quiz, MCQ
	DA – DP (UCPDC & URC of ICC) FEMA	2		
	Double Taxation Agreements (DTA)	2	Lecture	Question and Answer
	FDI – Laws and Regulations.	1	Activity	Activity
	Revision	1	Illustrations	Assignments
	Revision	1	Case Studies	Question and Answer
	Revision	1	Case Studies	Question and Answer

### Reference Books

The following books cover the course topics.

1. Charles W Hill: International Business, TMH Publishing Company Ltd.
2. Darrell Mahoney: International Business, Longman, 1998.
3. Donn Ball & Wendell McCulloch: International Business, Irwin McGraw Hill, 1999.

4. John D. Daniels & Lee Radfaugh: International Business, Pearson 2003.
5. John. J. Wild (et al): International Business, Prentice Hall of India, 2003.
6. Michael Zinkata (et al): Global Business, Dryden Press 1988.
7. Richard M. Schaffer (et al): International Business Law and its environment, Thomson 2002.
8. WTO Annual Reports, Geneva.
9. WTO, Overview of Developments in the International Trading Environments, Annual report by the Director General WTO, Nov. 22, 2000.
10. The International Business Environment – Sundaram & Black – Prentice Hall.
11. World Resources & Trade - Khanna & Gupta.
12. International Trade – Law & Practice – Motiwal & Awasthi.
13. Legal Environment Today – Miller & Roger Leroy.

#### **Useful summary of websites**

**The following websites are useful to download research articles**

1. [www.google.com](http://www.google.com)
2. [www.doaj.org](http://www.doaj.org)
3. [www.eric.ed.gov](http://www.eric.ed.gov)
4. [www.ssrn.com](http://www.ssrn.com)
5. <http://j-gate.informindia.co.in/>
6. <http://iimkresearch.blogspot.in/>
7. <http://www.epwrf.in/>
8. <http://www.elibrary.imf.org/>
9. <http://eric.ed.gov>

**Prepared By**

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**Approved By**