

| Sem. | Course Code | INTERNATIONAL BUSINESS | Total Marks: 100 | | Hours Per Week | Credits |
|------|-------------|------------------------|------------------|--------|----------------|---------|
| | | | CIA:25 | ESE:75 | | |
| V | 17UACCT502 | | | | 6 | 4 |

OBJECTIVE:

- To enable the students to acquire knowledge of international business and understood international investment, international environment, international promotion and globalisation of business.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Enable the students to understand the various modes of entering global markets.
- CO2 Impart the learners about the various environment and WTO agreements.
- CO3 Equip the students to know the financial support for international business.
- CO4 Learn the international promotion strategies and marketing communication.
- CO5 Acquire knowledge of the obstacles and impacts of globalisation.

UNIT-I

International Business - Introduction - Types - Stages - International orientations - International business decisions - Drivers and retainers of globalization - Social responsibilities of business - Responsibilities to different sections.

UNIT-II

International Business Environment - Economic - Social/ cultural - Demographic - Political - Regulation - Technological environment - International trading- Strategies - Trade Blocks - GATT - WTO - Functions - Principles - Benefits - Criticisms of WTO.

UNIT-III

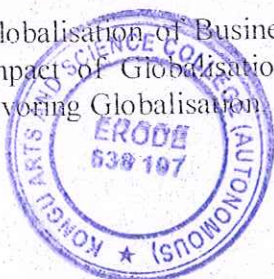
International Investment - Types - Significance - Factors affecting international investment - FDI - Growth - Determinants of FDI - Foreign investment in India - International trade financing - Institutional support for export - EXIM Bank, Export Credit Guarantee Corporation, Export Promotion Council, Indian Institute of Foreign Trade, India Trade Promotion Organisation.

UNIT-IV

International Promotion - Strategies - Major decision in international marketing communication - Role - Trade fairs and Exhibitions - Personal selling in international marketing - Process - Problems in international marketing communication.

UNIT-V

Globalisation of Business - Essentials - Strategic Advantages - Obstacles - Implications and impact of Globalisation - Comparison between the old and new Globalisation - Factors favoring Globalisation



Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

TEXT BOOK:

1. Francis Cherunilam, International Business, 15th Edition, 2016, Prentice, Hall of India Private Limited, New Delhi.

BOOKS FOR REFERENCE:

1. K.Aswathappa, International Business, 6th Edition, 2015, Mc-Graw Hill Education (India) Private Limited, New Delhi.
2. Justin Paul - International Business, 3rd Edition, 2007, Prentice Hall of India Private Limited, New Delhi.
3. Charles W.L.Hill- International Business, 11th Edition, 2016, Mc-Graw Hill Education (India) Private Limited, New Delhi.

| QUESTION PAPER PATTERN | | |
|---|--|--|
| SECTION - A | SECTION - B | SECTION - C |
| 10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit | 5 x 7 = 35 Marks (Either or choice) Two questions from each unit | 3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit |

m.v.m
HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.



↓
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.