

Course Type	Course Code	Name of the Course	L	T	P	Credit
DE	NMSD529	International Business	3	0	0	3

Course Objective			
<ul style="list-style-type: none"> The course familiarises the students with the concepts, importance and dynamics of international business and India's involvement with global business The course provides an understanding of theoretical foundations of international business to the extent these are relevant to the global business operations and developments 			
Learning Outcome			
<ul style="list-style-type: none"> To provide an explanation of key concepts of international business To create an understanding of changing scenario of international business To provide the skills required to understand and analyse complex issues in international trade involving foreign exchange 			
Unit No	Topics to be covered	Lecture hours	Learning Outcomes
1	International Business: domestic versus international market challenges of a business, Globalization, National differences in political, economic and legal systems, Differences in culture	10	Key terms in international business and understanding of global market place
2	International trade theories: absolute and comparative advantage, HO theory, Competitive advantage; Foreign direct investment, Regional economic integration	12	Understand the theoretical explanations of international business
3	Foreign exchange market: determination of exchange rate; spot versus forward markets, arbitrage and hedging in forex market, global capital market, International monetary system	10	Understand the function of forex markets and its instruments
4	Entry strategy and strategic alliances, exporting importing and countertrade, global production and global marketing	10	Understand the various dimensions of international business
	Total Lectures	42	

Recommended Textbook:

- Charles W L Hill, G Thomas Hult and Rohit Mehtani (2018). International Business: Competing in the Global Marketplace (SIE) | 11th Edition, McGraw Hill Education.

Reference Textbook:

- Robert J Carbaugh (2014). International Economics | 15th Edition, Cengage Learning Inc.