

	P.R.Government College (Autonomous) Kakinada	Program & Semester 1st B.B.A II SEM			
Course Code	INTERNATIONAL BUSINESS				
Teaching	Hours Allocated: 72 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

- 1.Explain business expansion abroad and key issues related to their operations in other countries.
- 2.Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.
- 3.Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.
- 4.Explain business expansion abroad and key issues related to their operations in other countries.
- 5.Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Explain business expansion abroad and key issues related to their operations in other countries. Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.	Remembering & Understanding
CO2	Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks	Application
CO3	Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.	Analyzing
CO4	business expansion abroad and key issues related to their operations in other countries.	Remembering & Application
CO5	Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	1. Introduction-Need-Difference between Domestic and International/Foreign Trade, 2. Difference between Globalisation of trade/International trade.
UNIT II	3. Foreign Exchange, Factors influencing exchange rate fluctuations, Euro Market and Instruments (LIBOR, MIBOR Etc), 4. Foreign Market operations, Participants, Spot-future, Forward and option market.
UNIT III	5. Balance of payment, Contents, Disequilibrium in BOP, Measures to bring back equilibrium in BOP, Convertibility of currencies, 6. Current account and capital account convertibility, Exchange control reasons and methods.
<u>UNIT- IV</u>	7. WTO Formulations, Advantages and Disadvantages of WTO Membership to develop countries, 8. Trade Block, Reasons for trade block formulations, Different types of trade blocks-LAFTA-SAFTA, NAFTA, ASEAN, CARICOM and EU
<u>UNIT- V</u>	9. Procedure and Documents, Export and Imports procedure, Principles of auxiliary documents, bill of lading, Consular Invoice, Commercial Invoice, 10. AR and GR forum, Mate Receipt, Letter of Credit, Packinglist, Incentives to Exports, Recent Exim policy.