



**MANGALORE UNIVERSITY**  
**Department of Commerce**  
**M.Com.**

**CMH456: INTERNATIONAL BUSINESS**

**Work load: 3 hours lecture and 2 hours tutorial per week: total 4 credits**

**Learning Objectives:**

- Familiarized the students with functions and practice of International business.
- Enable them get global perspective on issues related to EDI, forex market and globalization.

**Course Outcomes:**

1. Exposes the students to various concepts & business models of business, industry & commerce.
2. Familiarises the students with political, social, economical, legal & technological environment of international business.

**Unit - 1: International Business Environment:** Nature, Scope and Importance of IBE, Tariffs and Non-Tariffs barriers. Foreign Trade Policy, Balance of payment and its problems, an over view of Trade theories.

**Unit - 2: International Business Decisions:** World Trading Environment, Globalisation, Historical Background of Globalisation, Drivers of International Business Decisions, Reasons for the firm to go Abroad, Deciding to go Global, Choosing the Mode of Entry, Strategies for Going International, Globalisation and Developing Countries, The Changing Demographics of the Global Economy the Globalisation Debate Antiglobalisation Protests, Globalization and National Sovereign Globalization and the World's Poor and Managing the Firm in the Global Scenario.

**Unit-3: Managing Global Business Risk:** Enterprise Risk Management, Key Success Involvement of ERM, Steps in ERM, Strategic Risk Assessment, EXIM policy, Foreign Exchange Management.

**Unit -4: Foreign Exchange Market:** The Functions of the Foreign Exchange Market, The Nature of the Foreign Exchange Market, Capital Flows, Foreign Investment Flows and Barriers, Currency Convertability, Capital Account Convertability, Current Account Convert Ability, Exchange Rate Convertability, Appreciation, Depreciation, Premium and Discount of Currencies. Foreign Currency Features, Revenues and Pricing Strategies, Purchasing Power Parity Theories, Rupee Dollar Convertability Background, Direct and Indirect Quotes.

**Unit -5: Regulatory Environment of International Business:** International Trading Environment, Bilateral, Trilateral and Multilateral Treaties, International Economic Institutions – GATT, ASB, WTO, BRICS, UNCTAD, IMF, IBRD, International Laws, International Trading Arrangements of India, Pakistan and China. Free Trade Area, Regional Economic Integration.

**Unit-6: Multinationals in International Business:** MNC's and TNC's, Issue in Investment, Technology Transfer, Pricing, Regulations, International Collaboration and Strategic Alliances, Defenders and Critics of MNC's and TNC's Corporate Social Responsibility and Contemporary Developments and Issues in International Business.

**References:**

1. Akira Takayama – International Trade – (Holt, Rinehart and Winston, Inc, Newyork)-1972.
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5. Charles W.L. Hill, Global Business Today: Tata McGraw Hill, sixth edition.
6. Deo Som – Multinational Corporations and Third World – Ashish (New Delhi) 1986.
7. Exchange Rates and Open Economy Macro- Economics – Edited by – Ronald Mac Donald and Mark P Taylor – (Basil Blackwell) 1989
8. Francis Cherunilam – International Business (Second EDITION)- (Wheeler Publishing) – 2001
9. James Taggart - The Essence of International Business – Prentice Hall (New Delhi) – 1995.
10. Neil Wood- The Economics of Multinational Enterprise – Longmen (London)-1979.
11. Paul Hallwood and Ronald Mac Donald – with contribution from Robert Shaw. (Basil Blackwell) – 1989.
12. Reuber L . Grant with H. Crookell, M. Emerson and G.Gallais – Hamonno – Private Foreign Investment in Development – (Clarendon Press Oxford) – 1973.
13. Richard N. Farmer and Barry M. Richman-International Business an Operational Theory – (Richard D. Irwin, Inc, Homewood, Illinois) -1966
14. Sanjaya Lall and Paul Streeten – Foreign Investment, Transnational's and Developing Countries – (MacMillan) - 1980
15. Simmons and Simmons: Consultant editor: Jonathan Reuvid “Managing Business Risk; a practical guide to protecting your business Kogan page U.K.
16. Subba P. Rao – International Business Text & Cases.
17. Virgil Salera – Multinational Business – (Houghton Mifflin Company Boston) – 1969
18. William A. Dymysza – Multinational Business Strategy – McGraw Hill (New York)-1972.