

## GENERIC ELECTIVES (GE-9) INTRODUCTION TO INTERNATIONAL BUSINESS

### Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
Introduction to International Business (GE 9)	4	3	1	0	CLASS XII PASS	NIL

### Learning Objectives

The Learning Objectives of this course are as follows:

- The course would introduce students to international trading and investment environment
- Create awareness about emerging issues such as outsourcing and sustainable development in the context of international business.

### Learning outcomes

The Learning Outcomes of this course are as follows:

- Understand the process of globalization and its impact on growth of international business.
- Appreciate the changing dynamics of the diverse international business environment.
- Analyse the theoretical dimensions of international trade as well as intervention measures adopted.
- Describe the forms of foreign direct investment and analyse benefits and costs of FDI.
- Demonstrate awareness about emerging issues in international business such as outsourcing and sustainable development.

### SYLLABUS OF GE-9

#### **Unit 1: Introduction to International Business (9 Hours)**

Globalization – concept, significance and impact on international business; international business contrasted with domestic business; complexities of international business; internationalization stages and orientations; modes of entry into international businesses.

#### **Unit 2: International Trade (12 Hours)**

Theories of international trade – Theory of Absolute Advantage theory, Theory of Comparative Advantage, Factor Proportions theory and Leontief paradox, Product Life Cycle theory, Theory of National Competitive Advantage; Instruments of trade control.

#### **Unit 3: International Business Environment (12 Hours)**

Role of political and legal systems in international business; cultural environment of

international business; implications of economic environment for international business. International Economic Organisations: WTO- functions, structure and scope; World Bank and IMF.

#### **Unit 4: International Finance and Contemporary Issues**

**(12 Hours)**

Types of FDI - Greenfield investment, Mergers & Acquisition, strategic alliances; benefits and drawbacks of FDI. Overview of Exchange Rate systems. Contemporary issues in international business: Outsourcing and its potential for India; international business and sustainable development.

**Practical component (if any) - NIL**

#### **Essential/recommended readings**

1. Bennett, R. International Business, Delhi: Pearson.
2. Cavusgil, S. T., Knight, G. & Riesenberger. International Business: Strategy, Management and the New Realities. Pearson India.
3. Charles, W L Hill & Jain, A. K. International Business, New Delhi: Tata McGraw Hill.

#### **Suggested readings**

1. Daniels, J. D., Radenbaugh, L. H. & Sullivan, D. P. International Business, Pearson Education.
2. Griffin, R. W & Pustay, M. W. International Business - A Managerial Perspective. Prentice Hall.
3. Menipaz, E., Menipaz A. and Tripathi S.S. International Business : Theory and Practice. New Delhi. Sage Publications India Pvt. Ltd.

**Note:** Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time