

ACADEMIC YEAR : 2020-2021

COURSE CODE : ADD-MS-04

TRAINING FACULTY : Mr. JAMES MATHEW

TOTAL HOURS : 30

INTERNATIONAL BUSINESS MANAGEMENT

SYLLABUS

MODULE 1. - Introduction to International business – scope, importance, benefits; International business environment – economic, political, legal, cultural and technological

MODULE 2. LPG (liberalization, privatization and globalization), meaning & significance, advantages and limitations, trade blocks WTO, EEC, ASEAN, SAARC, OPEC

MODULE 3. International institutions – IMF, World Bank, ADB, IFC, UNCTAD, IDA, IBRD

MODULE 4. Trade Barriers, Tariff & Non-tariff barriers, anti-dumping, measuring of dumping and injury

MODULE 5. Globalization of Indian business – Post 1991; industrial policy of Govt. of India

COURSE OUTCOME

- 1. Students will get an awareness about international business**
- 2. Students will be able to identify the various factors affecting international business**
- 3. Students will get the knowledge about global integration**
- 4. Student will get a clear view about the international institutions which support business**
- 5. Familiarizing the globalization of Indian business**

