

KLE Society's Law College
INTERNATIONAL BUSINESS
IV Semester BBA LLB 'A' Section

Objective of the study: The course intends to focus on 'International Marketing'. The onset of globalization and its inevitable legal consequences are required to be appreciated by legal fraternity. The concepts of MNCs and the global market with international business environment and the intricacies involved with it are highlighted.

Modules/ Units	Topic	No. of Hours	Method of Teaching	Prerequisites- Readings/ Assignments	Supplementary Reading	Unit Outcomes
UNIT - I	Introduction: International Marketing – Trends in International Trade – Reasons for going International – Global Sourcing and Production Sharing – International Orientations – Internationalization Stages and Orientations – Growing Economic Power of Developing Countries – International Decision – Case Studies.	10	Lecture with PPT & Case Study	1. Chanda. G. K. – WTO and Indian Economy 2. G. S. Batra & R. C. Dangwal – International Business: New Trends 3. Jean Pierre & H. David Hennessay – Global Marketing Strategies	www. yourarticallibrary.com	Students are able to understand the Reasons for going Internationa Marketing and its importance.
UNIT - II	International Business Environment: Trading Environment – Commodity Agreements – Cartels – State Trading – Trading Blocks and Growing Intra-Regional Trade – Other Regional Groupings – SAARC – GATT/WTO and Trade Liberalization – The Uruguay Round – Evaluation – UNCITRAL.	10	Lecture with PPT And seminars	1. Chanda. G. K. – WTO and Indian Economy 2. G. S. Batra & R. C. Dangwal – International Business: New Trends 3. Jean Pierre & H. David Hennessay – Global Marketing Strategies	www.economicdiscussion.net www.saarcchamber.org www.wto.org	Students are able to understand the influence of environmental factors on the business and the advantages of being the member of SAARC – GATT/WTO.

Shubha. V.S.
IV Sem BBA LLB
'A' Sec

<p>UNIT – III</p> <p>Multinational Corporations: Definition – Organizational Structures – Dominance of MNC's – Recent Trends – Code of Conduct – Multinationals in India – Case Studies.</p>	<p>10</p>	<p>Lecture with PPT and Discussions</p>	<p>1. Chanda. G. K. – WTO and Indian Economy 2. G. S. Batra & R. C. Dangwal – International Business: New Trends 3. Jean Pierre & H. David Hennessay – Global Marketing Strategies</p>	<p>International Business- Francis Cherunilam & P Subba Rao</p>	<p>The students are taught the importance of MNC's.</p>
<p>UNIT – IV</p> <p>India in the Global Setting: India an Emerging Market – India in the Global Trade – Liberalization and Integration with Global Economy – Obstacles in Globalization – Factors Globalization – Globalization Strategies – Case Studies.</p>	<p>10</p>	<p>Lecture with PPT & Case Study</p>	<p>1. Chanda. G. K. – WTO and Indian Economy 2. G. S. Batra & R. C. Dangwal – International Business: New Trends 3. Jean Pierre & H. David Hennessay – Global Marketing Strategies</p>	<p>International Business- Francis Cherunilam & P Subba Rao</p>	<p>Students will be aware of LPG and its role in developing economy.</p>
<p>UNIT – V</p> <p>Trade Policy and Regulation in India: Trade Strategies – Trade Strategy of India – Export – Import Policy – An Evaluation of the Policies – Regulation and Promotion of Foreign Trade in India – Export Incentive – Product Assistance / Facilities – Marketing Assistance – Import Facilities for Exporters – Export Units and Export Processing Zones – Export Houses and Trading Houses – Case Studies.</p>	<p>10</p>	<p>Lecture with PPT & Case Study</p>	<p>1. Chanda. G. K. – WTO and Indian Economy 2. G. S. Batra & R. C. Dangwal – International Business: New Trends 3. Jean Pierre & H. David Hennessay – Global Marketing Strategies</p>	<p>www.unictral.org</p>	<p>The students will be knowing the importance of Export – Import Policy and the benefits of it.</p>

Revision	5	Unit wise
Discussion of QP	5	Previous year question Papers

No. of Teaching Hrs-

60

No. of Students Presentation-

5

No. of Library Hrs-

1

No. of Hand-Outs:

3

No. of Assessment Hrs-

3

No. of writing exercises:

3

No. of Hrs. for revision and Question Paper Solving-

5

No. of Case Studies:

5

No. of documentaries to be screened:

2

Service Learning (if any)

Nil

Guest Lectures (if any)

1

Any Links:

Nil

Course Outcome:

Industry/Professional Skills:

Human Values:

Students will understand how the business takes place in the International level & its importance for a developing economy.

This subject teaches the importance of study of International business to boost the country's economy globally.

This subject also teaches the value of the contribution of business towards the economy.

Course Teacher

Academic Co-ordinator

Coordinator

Internal Quality Assurance Cell
KLE Society's Law College, Bangalore.

Principal

K.L.E. Society & Law College
Sir M. Vishweshwariah Layout
Bengaluru-560 091