



MANIPAL UNIVERSITY JAIPUR

School of Business and Commerce
Department of Business Administration
Course Hand-out

International Business | BB 1503 | 3 Credits | 2 0 2 3

Session: Aug 2018– Dec 2018 | Faculty: Mr. Bhaskar Arora| Class: BBA V 2018

Course Objectives: At the end of the course, students will be able to

(BB1503.1): Describe the Overview of International business and different ways of entering in international business for developing entrepreneurship.

(BB1503.2): understand the theories of International Business

(BB1503.3): Analyse different international organisations and their structure

(BB1503.4): study and able to understand the various regulatory framework involved in the international Business operations.

A. Syllabus

International Business: Nature and Competitive Advantages, Approaches and theories of International Business. Modes of Entering International Business, International Business Analysis, Modes of Entry, Exporting, Licensing, Franchising, Foreign direct investment, Mergers and Acquisitions and Joint ventures, Contract manufacturing – Manufacturing Contract-Near Shoring, Turnkey projects. Globalization/ MNCs and International Business International Marketing Intelligence Foreign Trade, Process, Documents financial institutions focusing on exports (ECGC, EXIM Bank – functions and roles). Exchange rate determination, Balance of trade and payments.

B. Text Books/Reference Books:

- i. Södersten, B. (Ed.). (2004). *Globalization and the welfare state*. Palgrave Macmillan.
- ii. Kindleberger, C. P. (2015). *A financial history of Western Europe*. Routledge.

