

International Business

Module - I

Introduction to International Business, Evolution of International Business, advantages of International Business, Importance and factors affecting international Business, Barriers to International Business- tariff and non-tariff Barriers. Approaches to International Business. Globalisation- Drivers of Globalisation, Stages of Globalisation.

Module - II

Theories of International Trade, Mercantilism, Theory of Absolute Cost Advantage, and Comparative Cost advantage Theory, Relative Factor Endowment Theory, Product Life Cycle theory, Global Strategic Rivalry theory, Porter's National Competitive Advantage theory. Global Trade- Merchandise Trade and Services Trade, India's Foreign Trade- Composition and Direction, Current FTP of India, Regulation.

Module - III

International Investment Theories. Foreign Direct Investment (FDI), costs and Benefits of FDI, Foreign Direct Investment in India, Sectoral Caps. IMF and World Bank- their role and functions in improving international business. World Trade Organisation (WTO), Principles, Role and Functions of WTO in developing of International Trade, Policies of WTO. Intellectual Property Rights.

Module – IV

Foreign Exchange- Exchange rate, determinants of Exchange Rate, Economic exposure, Transaction Exposure and Translation Exposure. Convertibility of Rupee. ADRs and GDRs. Economic Integration and Regional trade Blocks- types, SAARC, ASEAN, NAFTA and European Union

Suggested Readings:

1. Chandra, Prasanna, *Investment Analysis and Portfolio Management*, Tata McGraw Hill Publishing House, New Delhi, 2010.
2. Bhalla, V.K, *Investment Analysis and Portfolio Management*, Himalya Publishing House, 2008.
3. Ritu Ahuja, *Security Analysis and Portfolio Management*, 2007.
4. Reilly, Frank K. Brown, Keith C. *Investment Analysis and Portfolio Management*, 8th edition, OH, USA: Thompson South-Western, 2006.

5. Alexandra, Sharpe and Sharpe, *Fundamentals of Investment*, Prentice Hall of India, Private Ltd., New Delhi, 2008.
6. Fisher and Jordon, *Security Analysis and Portfolio Management*, Prentice Hall of India, Private Ltd., New Delhi, 2010.
7. Maggin, John L., Tuttle, Donald L., McLeavy, Dennis W., and Pinto, Gerald E. *Managing Investment Portfolio: A Dynamic Process*, 3rd Edition, Virginia, USA: CFA institute, 2007.

Journals

1. AABRI Journal of International Business and Cultural Studies
 2. Global Journal of International Business Research
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