

OBJECTIVE: To inculcate the knowledge on international business aspects among the students

MODULE – I: Introduction and elements of international business- need-theories of international trade-difference between domestic and international trade (case study)

MODULE – II: Foreign Exchange- Factors influencing Exchange rate fluctuations- Euro market and Instruments (Libor, Mibor, etc), Foreign market Operations- Participants-Spot-Future, Forward and Option Market. (Case study)

MODULE – III: Finance and International Trade: Introduction-Understanding payment mechanism- Documentation in international trade- Financing Techniques-Components of International Financial Management-Export promotion schemes, EXIM policy, Export and Import finance. (Case study)

MODULE – IV : WTO and Trade Blocks – WTO formulation-advantages and disadvantages of WTO membership in developing countries-trade Blocks-Reasons for trade blocks formation-different types of trade blocks-member countries and economic condition and trade commodities of LAFTA ,SAFTA, NAFTA, ASEAN, CARICOM and EU (Case study)

MODULE–V: Mode of entering into potential marketing markets- global marketing strategies- Branding for international markets-global sourcing-what is global sourcing-reasons for global sourcing-challenges for Indian business (Case study)

REFERENCES:

1. C.Jeevanandam, Foreign Exchange Practice ,Concepts and Control, Sultan Chand & Sons
2. T.S.Balagopal, Export Management,Himalaya Publishing House
3. K.P.M.Sundaram &Rudradutta , Indian Economy S .Chand & Sons
4. Francis Cherunilum, Foreign trade and Export, Management, Himalaya Publications