

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
COMM-410	International Business & Finance	3	VIII
Year	Discipline		
4	Commerce		

International Business:

1. Globalization

- Introduction
- 1.2 What is Globalization?
- 1.3 The emergence of global institutions
- 1.4 Drives of globalization
- 1.5 The changing demographics of the global economy
- 1.6 The globalization debate
- 1.7 Managing in the global marketplace

2. National Differences in Political Economy

- Introduction
- Political systems
- Economics systems
- Legal systems
- The determinants of economic development
- States in transition

3. International Trade Theory

- Introduction
- An overview of international trade theory
- Mercantilism
- Absolute advantage
- Comparative advantage
- Heckscher-Olin theory
- The product life cycle theory
- New trade theory
- National competitive advantage.
- Implications for managers

4. The Political Economy of International Trade

- Introduction
- Instruments of trade policy
- The case of government intervention
- The revised case for free trade

Development of the world trading system

Implications for managers

5. Foreign Direct Investment

Introduction

FDI in world economy

Horizontal FDI

Vertical FDI

Implications for managers

6. Regional Economic Integration

Introduction

Levels of economic integration

The case for regional integration

The case against regional integration

Regional economic integration in Europe

Regional economic integration in Americas

Regional economic integration Elsewhere

Implications for managers

7. The Strategy of International Business

Introduction

Strategy and the firm

Global expansion, Profitability, and profit growth

Cost pressures and pressures for local responsiveness

Choosing a strategy

8. The Organization of International Business

Introduction

Organizational architecture

Organizational structure

Control systems and incentives

Processes

Organizational culture

Synthesis: Strategy and architecture

Organizational change

9. Entry Strategy and Strategic Alliances

Introduction

Basic entry decisions

Entry modes

Selecting an entry mode

Greenfield venture or acquisition

Strategic alliances

10. Exporting, Importing, Counter trade and Inco-terms (Group E, F, C, D terms)

Introduction

The promises and pitfalls of exporting

Improving export performance

Export and import financing

Export assistance

Counter trade

International commercial terms: Group E, F, C, D terms

International Finance:

11. Introduction and Scope of International Finance

Introduction

Benefits of studying international finance

Scope and area of international finance

Role of financial manager in international finance

12. International Financial Markets

Foreign exchange market

International money market

International credit market

International bond market

International stock market

How financial markets facilitates MNC functions

13. Exchange Rate Determination

Measuring exchange movements

Exchange rate equilibrium

Factors that influence exchange rates

Speculating an anticipated exchange rates

14. Currency Derivatives

Forward markets

Currency futures market

Currency options market

Currency call options

Currency putt options

Contingency graphs for currency options

Conditional currency options

European currency options

15. Government Influence on Exchange Rates

Exchange rate systems

A single European currency

Government intervention

Intervention as a policy tool

16. Relationships among Inflation, Interest Rates and Exchange Rates

Interest rate parity (IRP)

Purchasing power parity (PPP)

International fisher effect (IFE)

Comparison of IRP, PPP and IFE theories

17. Forecasting Exchange Rates

Why firms forecast exchange rates

Forecasting techniques

Forecasting services

Forecasting error

Using interval forecasts

18. Country Risk Analysis