

MBA: Semester-III**Paper MGTM-301I: INTERNATIONAL ECONOMICS****Duration: 3Hrs.****Marks: 100****Credits: 4****Objective**

The course stresses policy topics that are topical. It is intended to provide an introduction to select economic and policy issues for advanced economies, the economies in transition, and emerging and developing countries

Curriculum**Unit-I: Meaning, Nature and Scope of International Economics:**

Theoretical and descriptive international economics; features of global economy; categories of economies; developing and developed economies; characteristics of developed and developing economies; growing economic power of developing countries; factors promoting global economic co-operation; India and the global economy

Unit-II: The Pure Theory of International Trade

Features of international trade; International trade equilibrium-some analytical tools; the classical theory of comparative advantage; the classical theory of comparative costs; refinements of the comparative costs theory; the modern theory of factor endowments: the Heckscher-Ohlin theory; international trade and factor prices; factor intensity reversals: Stolper-Samuelson and Rybezynski Theorems; New theories of international trade; economic growth and international trade; technical progress and international trade; the gains from trade; the terms of trade; terms of trade and economic development.

Unit-III: Commercial Policy:

Free trade versus protection: Tariffs; effective rate of protection; on-tariff barriers; import quotas; dumping; exchange control; international cartels; state trading; international economic integration; ASEAN and NAFTA

Unit-IV: Balance of Payments:

Meaning and components; adjustment mechanism of the balance of payments; balance of payments policies; internal and external balance; income adjustment: foreign trade multiplier; foreign exchange rate; foreign exchange rate policy; devaluation; optimum currency area; the foreign exchange market; international capital movements; the transfer problem.

Unit-V: Trade Policy and Co-operation:

Trade strategy; trade barriers; social issues in international trade; south-south co-operation; SAARC; SAPTA; Indo-lanka free trade agreement; indo-Singapore CECA; GSTP

Recommended Book

- International Economics by Francis Cherunilam published by Tata McGraw Hill, New Delhi
- International Economics by M.L Jhingan published by Vrinda Publications

MBA: Semester-III**Paper MGTM-302I: INTERNATIONAL BUSINESS LAWS****Duration: 3Hrs.****Marks: 100****Credits: 4****Objective**

This course is an introduction to International Business Law and legal systems of various countries. Students who intend to become internationally oriented professionals will learn how firms' doing business between more than 185 countries are governed and regulated. Students will also learn the role of international organizations in the process of regulating international business, as well as international treaties, conventions and agreements. Students will learn to analyze countries' legal and business conditions, as well as develop and deliver written presentation.

Curriculum**Unit I: Introduction to Law**

Meaning of Law, Law and Society, Systems of Law, Development of Law, Sources of Law, Legal Environment of International Business

Unit II: Business Law Contracts

Sanctity of Contracts, Principles of Governing the formation, Performance and Termination of Contracts, Contractual remedies, Special contracts such as indemnity, guarantee, Bailment, Agency, Partnership

Unit III: International Business Law

Law relating to international trade in India, International Sales Contract, Contracts related to Credit, carriage and insurance, international legal conventions, conflict of Laws and Contracts, contracts retailing to consultancy and technology transfer, -Joint ventures, FDI

Unit IV: International Litigation and dispute Resolution

Provisions in contracts- Litigation- Jurisdiction applicable Law, recognition Enforcement, ADRs Types, International Conventions, and Law in India, Process and Procedure for settlement of Disputes

Unit V International Taxation and other matters

Indian Law Governing taxation of foreign income, avoidance of double taxation treaties, anti dumping and countervailing duties, product liability, environmental law and international sales

Recommended Book:

- Richard Schaffer and others, International Business Law and its Environment , Cengage, 2009

Reference Books:

- Leo D'arcy, Carole Murray and Barbara clave "Schmitthoff's Export Trade" The Law and Practice of International Trade ,2009.
- Motiwal O.P, International Trade Law and Practice, 2009.

MBA: Semester-III**Paper MGTM-303I: INTERNATIONAL MARKETING****Duration: 3Hrs.****Marks: 100****Credits: 4****Objective**

To improve the learning and knowledge of the students about the concepts of International marketing; making the students understand marketing in all cultures; to create awareness about the economic, political and social changes that have occurred over the last decade which have altered the landscape of global business; to brief the students about the strategic implications of competition in different country markets.

Curriculum**Unit I: An Overview of International Marketing**

The scope and challenges of international marketing: global perspective, international marketing defined, the international marketing task, environmental adaptation, the self-reference criterion and Ethnocentrism, stages of international marketing involvement, strategic orientation; The dynamic environment of international trade: global perspective, balance of payments, protectionism, easing trade restrictions, IMF and World Bank

Unit II: The Cultural Environment of Global Markets

Global perspective; geography and global markets; geography, nature and economic growth; social responsibility and environmental management; world population trends; world trade routes; communication links; historical perspective in global business; Cultural dynamics in assessing global markets:

Global perspective; culture: definition and scope; cultural knowledge: factual versus interpretive knowledge, cultural sensitivity and tolerance; cultural values: business customs in global markets; political risks in global business

Unit III: Assessing Global Market Opportunities

Developing a global vision through marketing research: breadth and scope of international marketing research, problems of availability and use of secondary data, problems in analyzing and interpreting research information; Emerging markets: marketing and economic development, marketing in a developing country, developing countries and emerging markets; strategic implications of marketing; patterns of Multinational Corporations; global markets and multinational markets.

Unit IV: Developing Global Marketing Strategies

Global Marketing Management: planning and organization; products and services for consumers; products and services for businesses; International marketing channels; Exporting and logistics; special issues for business; integrated marketing communications and international advertising; personal selling and sales management; pricing for international markets;

Unit V: Implementing Global Marketing Strategies

Negotiating with international customers, partners and Regulators; the danger of stereo types; the pervasive impact of culture on negotiation behavior; implications for managers and negotiators

Recommended Book:

- Cateora, Philip R and Graham, John L, *International Marketing*, Tata Mc Graw Hill, New Delhi

Reference Books:

- International Marketing: Analysis and Strategy by Sak Onkvisit and John J. shaw published by Pearson Education, Fifth Impression
- International Marketing by P. K. Vasudeva published by Excel Books, latest edition.
- International Marketing by Michael and IKKA, PUBLISHED BY South-Western Cengage Learning, latest edition