

St. Joseph's College of Commerce (Autonomous)
#163, Brigade Road, Bangalore – 560 025

LESSON PLAN – III BBM V Semester – Elective – International Business
GayatriSasiTampi
Subject Name: International business

Lecture hours: 60

Objective : This course in international trade familiarizes students with theories and policies that guide international trade. Students learn why international trade is important for India and other nations, and they examine how it effects production, profit and the economy. Students analyze trade policies that are different than those that govern India and discuss why those differences exist.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
UNIT I	Module 1 - Trade and Manufacturing	10 hours		
1.	Factors of production: Land, Labour& Capital. Mobility of these factors in Post Independence.	2	Lecture	cases
2.	Introduction to the Manufacturing sector, Scenario and trends for the past 50 years, Concept and steps involved in going international	2	Lecture &Case Analysis	Case
3.	International business strategies -Global Manufacturing-concept– Expansion Strategies – Regionalization – Regionalization Strategies.	2	Lecture	Discussion
4.	Procurement of goods for manufacturing. International Supply and Demand trade scenario. Future prospects for the same.	1	Lecture	Cases
5.	Applications of demand and supply: price rationing, price floors, consumer surplus, producer surplus. A look at India's GDP since 1950. New trends: Rise of E-commerce, 3D printing. Euro-zone issues (Eg: Brexit, the	3	Lecture & Illustrations	Illustrations and Videos

	Greek Debt Crisis, Resurgent Russia, heightened terrorism threats, etc.).			
UNI TII	Module 2 - International Supply chain	10 hours		
1	Introduction to supply chain management	1	Lecture	Videos
2	The management components of supply chain management , supply chain processes	2	Case study analyses	Case study
3	Electronically linking the supply chain , Supply chain performance measurement , Developing and implementing partnerships in the supply chain	2	Lecture	Discussion
4	Implementing supply chain management	1	Illustrations and Cases	Test
5	Concept, objectives of supply – production and distribution system, Role and Management of material in supply chain management	2	Lecture	Videos
6	Material Logistics: Concept and Importance of Material Logistics.	1	Examples	Cases
	Evaluation - Test	1		
UNI T III	Module 3 - Logistics Management	10 hours		
1	Logistic Tasks: Follow-up of Order, Transportation, Warehousing,	2	Presentation	MCQs
2	Inventory Control, Information Monitoring.	2	Problem solving	
3	Logistic Planning: Major Aspects and Factors	2	Lecture	
4	Transportation: Different modes of transport used for movement of materials – advantages - disadvantages - suitability. Road transport - Air transport - Water and Ocean transport	2	Lecture	
5	- Multi-Model Transport System (Related Concepts)	2	Presentation	

UNIT IV	Module 4 - Export Import Procedure	10 hours		
1	Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing	2	Lecture through PPT & illustrations	Question and Answer
2	Export Marketing Organizations – Registration Formalities Export Licensing – Selection of Export Product –	2	Cases	Cases
3	Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit.	2	Lecture	Illustrations
4	Aligned Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate’s Receipt – Bill of Lading –Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.	2	Lecture	Videos
5	Overview of Free trade zone, SEZ, EOU and Steps in Export and Import Procedure.	2	Lecture	Videos
UNIT V	Module 5 - Development in Trade and Technology	12		
1.	Recent Changes in IT sector in the eld of Banking –Emergence of SWIFT-De nition-transactions and payments. E-Banking, NRI Banking , Self inquiry Facility, Remote Banking. (concepts Only)	3	Lecture	Question and Answer
	Defining ERP, Origin and Need for an ERP System, ERP and Related Technologies: Business Process Re-engineering, Management Information systems, Decision Support Systems,	3	Activity	Discussion

	<p>Executive Information Systems, Data Warehousing, Data Mining, On-Line Analytical Processing, Product Life Cycle Management, Supply Chain Management, ERP Security IT act Government initiatives for Income tax.</p> <p>Information System Audit – Objectives of Information System Audit, Maintenance of System effectiveness, Ensuring System Efficiency, Information System Audit Approached, Information System Audit Methodology, Broad Frame Work for Conducting IS Audit.</p>	4	Activity	Discussion
UNITVI	Module 6 - IHRM	8 hours		
	International Human Resource Development: Nature- Approaches-difference between domestic HRM and IHRM.	2	Presentation	Presentation
	IHRP- Recruitment, selection and issues in staff selection of expatriates.	2	Discussion	Discussion
	Migrations & Refugee: change in demographics and movement of labour. Cross culture management: definition, concepts, elements of culture, the growing importance of culture in organizations, culture and diversity, cross culture issues in organization. Cross- culture team work – benefits and problems.	2	Lecture	MCQ
	The role of ILO, Trade Unions, Expats.	2	Lecture	