

Council of Education's
Deshbhakta Ratnappa Kumbhar College of Commerce, Kolhapur
(An Autonomous College)
Affiliated to Shivaji University, Kolhapur

Name of the Course : Certificate course in International Business

Duration: 60 Hours

Theoretical: 30 Hours

Credit Course : No

Practical: 30 Hours

Course Code: COC-2

Total Fee: Rs.600/-

Intake: 80

Total Marks:100

Introduced from June, 2022

Course Objectives :

- 1) To familiarize students with framework of export- import procedures.
- 2) To make student understand the financial setup for export
- 3) To make student understand the organizational support for export trade.

Course Outcomes:

After completing the course student's will be able

- 1) Identify benefits and limitations of international Business.
- 2) Use economic knowledge to identify the effect of policies on international Business.
- 3) Generate employment opportunities in international Business.

Unit No.	Name & Contents of Units	No .of Hours
1	<p>International Business : An overview</p> <p>Introduction, Definition of International business, Scope of International business activities.</p>	10
2	<p>Globalization Trends</p> <p>Global Investment Flows, New Drivers of FDI in changing global setting, changing global environment.</p>	10

3	International Marketing Meaning, Trade barriers, tariffs and non-tariffs – WTO and its implications on International Marketing with reference to agreement TRIPS, TRIMS, GATT, Major Regional Economics grouping - EU, NAFTA, ASEAN, SAARC.	10
4	Visit to Export- Import House / Commercial Bank dealing in FOREX and Report writing	30

References :

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4. Graham John L, Salwan Prashant, Cateora Philip R, (2008) International Marketing 13th Ed. Tata McGraw-Hill.
5. Varshney R.L. and Bhatacharya B, (2012) International Marketing Management -An Indian Perspective, 24th Ed. S. Chand, New Delhi.
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11. Joshi R. M. (2013), International Business, Oxford University Press, New Delhi
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15. Albert F- Lemma, (2019) Import of private investment in sustainable development in developing countries, EDFI, Brussels.
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17. Wysokinska Z. Witkowski J. (2004), International Business and Environmental Issues some Empirical Evidence from Transition Economies, Polish Journal of Environmental Studies: Vol. 14 No. 3 (2005).
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