

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: VI

**INTERNATIONAL FINANCE
FINANCE ELECTIVE PAPER**

Course Code: 18BB604B

No. of Hours: 60

COURSE OBJECTIVES:

- To familiarize the students with the issues relating to International Finance, markets, management, exchange rates and the risk associated with it.
- To provide students with basic terms and concepts used in international trade and methods of payment in a global set up.
- To provide students with the knowledge of converting foreign currency into home currency.
- To improve students' knowledge regarding International financial regulation involved in international financial markets.

LEARNING OUTCOMES:

- Students are able to get an overview of doing business overseas, currency accepted in international trade and analyse risk to keep it at the lowest.
- Students are able to analyse foreign exchange exposure, foreign direct investment decisions, and multinational capital budgeting.
- Students are able to convert different currencies of different countries on different days and analyse.

UNIT 1:

08 HRS

INTERNATIONAL FINANCIAL MANAGEMENT

Introduction, Meaning of International Finance; Issues involved in International finance; Methods of payment; Evolution of international monetary system Meaning of International Financial management; Scope and significance of International financial management in international markets

UNIT 2 INTERNATIONAL FINANCIAL INSTITUTIONS

10 HRS

IMF, IBRD, World bank, ADB, IDA, MIGS, IFC, ICSID, BIS, WTO- Objectives and functions

UNIT 3 INTERNATIONAL FINANCIAL MARKETS

14 HRS

Foreign institutional Investors- GDR, ADR, IDR- Meaning; Features. Foreign Direct Investment (FDI)- growth of FDI; Advantages and disadvantages of FDI to host country and home country; Loan syndication, External commercial borrowing, Euro currency Market (Concept only)

UNIT 4:FOREIGN EXCHANGE MARKETS

14 HRS

Need of foreign exchange; foreign exchange market and market intermediaries; Exchange rate determination- Simple problems ; Forwards , Futures, Swaps and Options, derivatives; Valuation of futures and swaps; Valuation of option and efficiency of the exchange Market- Simple problems; Convertibility of Rupee and its implications, , International Risk Management-types of risk-political risk, exchange rate fluctuation risk, risk of non-payment, managing risk.

UNIT 5

14 HRS

INTERNATIONAL FINANCIAL ACTIVITIES AND ITS IMPLICATION:

International taxation-double taxation-Bilateral relief and unilateral relief, Tax havens and transfer pricing, Balance of Payment-functions of Balance of Payment ,Components of Balance of Payment ,reasons for disequilibrium in Balance of Payment

SKILL DEVELOPMENT

- Analyse the efficiency of exchange market.
- Analyse the impact of FDI in the banking & finance sector
- Identify the newly formed financial institutions across the globe.
- Identify any four tax implications of international financing.
- Present status of ECB in Indian economy.

REFERENCES:

1. P. Subba Rao International Business text and cases, Himalaya Publishing house, 2012.
2. K. Ashwathappa International Business, Tata Mc Graw Hill 2006
3. V.A.Avadhani International Finance Himalaya Publishing House, 2000
4. Shashi K Gupta and Praneet Rangi International Finance,Kalyani Publishers second revised edition 2017

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Programme: B.B.A

Semester: VI

**INTERNATIONAL MARKETING
MARKETING ELECTIVE PAPER III**

Course Code: 18BB604A

No. of Hours: 60

COURSE OBJECTIVES:

- To understand the international marketing environment.
- To know the various modes of entering international marketing
- To understand the role of regional trading blocks and international institutions in international marketing

LEARNING OUTCOMES:

- To enable the students to know the various scopes in expanding domestic market internationally.
- To develop interpersonal skills in individuals from different cultures which will enable them to work in global companies.
- To enable them to know the scope of various intermediaries involved in global business and marketing.

UNIT 1:INTRODUCTION

08 HRS

Meaning and Definition of International Marketing, Scope of International Marketing, features of International marketing – Trends in Internal Trade – reasons/motives of international marketing – International Marketing decisions.

UNIT 2 INTERNATIONAL MARKETING ENVIRONMENT

12 HRS

Economic environment, Social environment, political and government environment, demographic and technological environment, International trading environment, tariff barriers – Non tariff barriers, commodity agreements.

UNIT 3

12 HRS

INTERNATIONAL PRODUCT, PRICING, DISTRIBUTION DECISIONS.

Product, Product mix, Branding, Packaging, labeling and product communication strategies. Exporters cost and pricing objectives – methods and approaches and steps – transfer pricing dumping – information requirements for pricing. International channel system – Direct and Indirect exports -

Physical Distribution, Modes of Transportation, Clearing and Forwarding, ERP, SCM....

UNIT 4:**14 HRS****INSTITUTIONAL INFRASTRUCTURE FOR EXPORT PROMOTION IN INDIA**

Introduction – consultive and deliberative body – commodity organization – commodity board – service institutions – Indian Trade Promotion Organisation – National Centre for Trade Information – ECGC – Export Import bank – Export promotion Council of India – Export Inspection Council – Indian Institute of Packaging – Indian Council of Arbitration – Federation of Indian Export Organisation – Department of commercial intelligence and statistics - Directorate general of shipping – All Indian Shippers Council.

UNIT 5 FOREIGN TRADE:**14 HRS**

A) Documents used in imports and exports – regulations and procedure regarding export and import – banks and other financial institutions focusing on export (ECGC, EXIM Bank – functions and role)

B) Balance of trade and Balance of Payment – components of BOP- Disequilibrium and measures for rectification

C) Global e marketing: buying decisions in e marketing, Developing a global e marketing plan, benefits and risks in global e marketing

SKILL DEVELOPMENT

- Select a product and market segment for global marketing.
- International business environment vary from country to country – state a product and country.
- List the activities of “Export Promotional Council of India”
- Write a report on economic export zones.

REFERENCES:

1. B.L. Varshney & B. Bhattacharya - International Marketing Management.2006
2. P.G. Apte - International Finance Management.1996
3. Francis Cherunilum - International Marketing Management.2003
4. Philip & Cateria - International Marketing.1999
5. B.S. Rathore & J.S. Rathore - International Marketing Management.2018
6. M. L. Verma, - Foreign Trade a Management in India.2015