



BACHELOR OF BUSINESS ADMINISTRATION

INTERNATIONAL BUSINESS

PROGRAMME CODE: IB

CHOICE BASED CREDIT SYSTEM (CBCS) &

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)

SCHEME OF EXAMINATION & SYLLABUS

(w.e.f 2026-2027 onwards)

REGULATIONS 2026

SCHEME OF EXAMINATION

Sem	Part	Course Code	Course Title	Course Type	Hours/ Week	Credits	Examination			
							Duration in Hours	Maximum Marks		
								CA	ESE	TOT AL
I	I	TAM2601A	Tamil Paper I	AEC	4	3	3	25	75	100
		HIN2601A	Hindi Paper I							
		FRE2601A	French Paper I							
	II	ENG2601A	English Paper I	AEC	4	3	3	25	75	100
	III	IB26C01	Core I: Business Management and Organisational Behaviour	DSC	5	3	3	25	75	100
		BB26C02	Core II: Financial Accounting	DSC	5	3	3	25	75	100
		IB26C03	Core III: Globalization and World Trade	DSC	5	3	3	25	75	100
		TH26A02	Generic Elective I: Business Mathematics and Statistics for Management	MDC	5	4	3	25	75	100
	IV	NME26B1	Basic Tamil I	AEC	2	2	-	100*		100
		NME26A1	Advanced Tamil I							
		NME26ES/ NME26WS	Introduction to Entrepreneurship/ Introduction to Women’s Studies	VAC						
I - II	VI	NM26GAW	General Awareness	VAC	SS	-	-	-	-	-
I - II		COM26SER	Community Services 30 Hours	VAC	-	-	-	-	-	-
I - V		26BONL1 26BONL2 26BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-
Semester I Total					30	21				700
II	I	TAM2602A	Tamil Paper II	AEC	4	3	3	25	75	100
		HIN2602A	Hindi Paper II							
		FRE2602A	French Paper II							
	II	ENG2602A	English Paper II	AEC	4	3	3	25	75	100
	III	BB26C04	Core IV: Operations Research	DSC	5	3	3	25	75	100
		IB26C05	Core V: Business Resilience Management	DSC	5	3	3	25	75	100
		IB26C06	Core VI: International Human Resource Management	DSC	5	3	3	25	75	100

		IB26A01	Generic Elective II: Global Economic System (OR)	MDC	5	4	3	25	75	100
		ES26A04	Generic Elective II: Managerial Economics							
	IV	NME26B2	Basic Tamil II	AEC	2 [€]	Gr.		100*	-	100 [€]
		NME26A2	Advanced Tamil II							
		NM26UHR	Universal Human Values and Human Rights	VAC	2	2	-	100*	-	100
I - II	VI	NM26GAW	General Awareness	VAC	SS	Gr.	-	100*		100 [€]
I - II		COM26SER	Community Services 30 Hours	VAC	-	St.	-	-	-	-
I - V		26BONL1 26BONL2 26BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-
Semester II Total					30	21				700
III	I	TAM2603A	Tamil Paper III	AEC	4	3	3	25	75	100
		HIN2603A	Hindi Paper III							
		FRE2603A	French Paper III							
	II	ENG2603A	English Paper III	AEC	4	3	3	25	75	100
	III	BB26C07	Core VII: Production and Materials Management	DSC	7	5	3	25	75	100
		IB26C08	Core VIII: International Marketing Management*	DSC	5	4	3	25	75	100
		IB26CP1	Core Practical I: Global Business Simulation	DSC	2	1	3	25	75	100
		IB26A02	Generic Elective III: Business Taxation (OR)	MDC	5	4	3	25	75	100
		RM26A01	Generic Elective III: Sourcing Management							
	IV	NM26DRM	Disaster Risk Reduction and Management	SEC	3	3	-	100*	-	100
		NM26HAW	Health and Wellness [€]	VAC		1	-	100*	-	100
I - V	VI	26BONL1 26BONL2 26BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-
Semester III Total					30	24				800
IV	I	TAM2604A	Tamil Paper IV	AEC	4	3	3	25	75	100
		HIN2604A	Hindi Paper IV							
		FRE2604A	French Paper IV							
	II	ENG2604A	English Paper IV	AEC	4	3	3	25	75	100

	III	IB26C09	Core IX: International Financial Management	DSC	6	5	3	25	75	100
		IB26C10	Core X: EXIM Procedures and Documentations	DSC	6	4	3	25	75	100
		IB26A03	Generic Elective IV: Business Regulatory Framework for Business (OR)	MDC	5	4	3	25	75	100
		IB26A04	Generic Elective IV: Global Value Networks and Integration							
	IV	IB26SEP1	Export & Import Operations Lab	SEC	3	3	-	100*	-	100
		NM26EII	Entrepreneurship and Innovation (IgniteX)	VAC	2	2	-	100*	-	100
		NM26EVS	Environmental Studies	VAC	SS	Gr.	-	100*	-	100 [€]
	V	26COACT	Co-Curricular Activities	VAC	-	1	-	100*	-	100
I - V	VI	26BONL1 26BONL2 26BONL3	Online Course I Online Course II Online Course III	ACC	-	-	-	-	-	-
Semester IV Total					30	25				800
V	III	BB26C11	Core XI: Cost and Management Accounting	DSC	5	4	3	25	75	100
		BB26C12	Core XII: Management Information System	DSC	5	4	3	25	75	100
		BB26C13	Core XIII: Research Methods for Management	DSC	5	4	3	25	75	100
		IB26E01	Elective I: Integrated Logistics Management (OR)	DSE	5	4	3	25	75	100
		IB26E02	Elective I: Total Quality Management							
		BB26E03	Elective II: Financial Market and Services (OR)	DSE	5	4	3	25	75	100
		IB26E03	Elective II: Warehousing and Distribution Management							
		IB26AC1	Advance Learner Course I: Global Leadership and Skill Development (OR)	ACC	SS	5^	3	25	75	100^
		IB26AC2	Advance Learner Course I: Personal Growth and Emotional Intelligence							
	IV	IB26SEP2	AI for Global Business Decision	SEC	3	3	-	100*	-	100
		NM26CS1	Cyber Security I	VAC	2	Gr.	-	100*	-	100 [€]

		IB26INST	Field work/ Institutional Training (21 Days)	VAC	-	2	-	100*	-	100
	VI	IB26COM	Comprehensive Examination	DSC	-	Gr.	-	100*	-	100 [€]
I - V	VI	26BONL1 26BONL2 26BONL3	Online Course I Online Course II Online Course III	ACC	-	Cr. ^ /St.	-	-	-	-
Semester V Total					30	25				700
VI	III	IB26C14	Core XIV: Service Excellence and Marketing	DSC	5	4	3	25	75	100
		IB26C15	Core XV: Startups and Innovation in Emerging Markets	DSC	6	4	3	25	75	100
		BB26C16	Core XVI: Strategic Management	DSC	5	4	3	25	75	100
		IB26E04	Elective III: Global Sustainable Business (OR)	DSE	5	4	3	25	75	100
		IB26E05	Elective III: Containerization and Multimodal Transport (OR)							
		RM26E04	Elective III: Consumer Behaviour							
		IB26PROJ	Project and Viva Voce	DSE	6	5	-	25	75	100
	IV	IB26SEP3	Human Capital Analytics	SEC	3	3	-	100*	-	100
	III	IB26AC3	Advance Learner Course II: Global Business Polycrisis (OR)	ACC	SS	5^	3	25	75	100^
		IB26AC4	Advance Learner Course II: E- Business Management (OR)							
		BB26AC5	Advance Learner Course II: Metaverse and Immersive Commerce							
Semester VI Total					30	24				600
I - VI	Total					140 + Additi onal Credi ts				4300 + Mark s for Addi tional Credi t Cours es

Hours of Instructions is inclusive of lectures, seminars, presentations, case-studies, etc

Course Code	Course Title	Hours			Credits
		Total	Lecture	Examination	
IB26C01	Core I: Business Management and Organizational Behaviour	78	73	5	3

Preamble

- Introduces fundamental concepts of principles of management and organizational behaviour in contemporary business environments.
- Provides an understanding of managerial functions such as planning, organizing, directing, and controlling, along with decision-making practices and ethical considerations.
- Explores the evolution of management thought, leadership styles, motivation theories, and organizational culture.
- Emphasizes modern developments such as Industry 4.0 and 5.0, AI in management, workplace well-being and change management.
- Integrates traditional and modern management perspectives, the course aims to develop managerial competence and effective organizational behaviour skills among students.

Prerequisite

Prior knowledge of business studies or commerce at the higher secondary level, including basic concepts of management, organizational structure and business environment.

Course Learning Outcomes (CLOs)

On the successful completion of the course, students will be able to,

CLO No	Course Learning Outcome	Bloom's Level
CLO1	Recall fundamental concepts, definitions, and principles related to management, managerial functions, organizational behaviour, and workplace well-being.	K1

CLO2	Explain the evolution of management thought, organizational structures, decision-making models, leadership styles, motivation theories, and organizational culture with appropriate examples.	K2
CLO3	Apply managerial functions, decision-making techniques, coordination techniques, and motivation theories to solve practical organizational and managerial problems.	K3
CLO4	Analyze organizational behaviour, leadership effectiveness, personality factors, perception processes, and organizational change in contemporary business environments.	K4
CLO5	Evaluate managerial strategies, ethical practices, organizational climate, stress management approaches, and change management techniques for improving organizational performance.	K5
CLO6	Design effective management practices, leadership approaches, AI-based decision-making and workplace well-being initiatives.	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Unit-wise CLO Mapping

Unit	Coverage	Mapped CLOs
Unit I	Introduction to Management, Evolution of Management Thought, Industry 4.0 & 5.0, Planning	CLO1, CLO2, CLO3, CLO4, CLO5
Unit II	Organizing, Authority-Responsibility-Power, Decision-Making, AI in Decision Making, MBO, OKRs, Business Ethics	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6
Unit III	Directing, Coordination, Controlling and Control Techniques	CLO1, CLO2, CLO3, CLO4, CLO5
Unit IV	Organisational Behaviour, Personality, Perception, Leadership, Motivation Theories, Vedic Principles in Management	CLO1, CLO2, CLO3, CLO4, CLO5
Unit V	Organizational Culture and Climate, Organizational Change, Stress Management, Organizational Development, Workplace Well-Being	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6

Alignment of CLO with PLO

3 = High, 2 = Medium, 1 = Low, – = Not Applicable

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO1	3	1	1	1	1	1	1	1	1	1
CLO2	3	2	1	1	1	1	1	1	1	1
CLO3	3	3	2	2	1	1	1	1	1	1
CLO4	3	2	2	2	1	1	2	1	1	1
CLO5	2	2	1	3	1	1	2	2	1	1
CLO6	2	1	2	1	1	3	1	1	2	2

CORE I: BUSINESS MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR (IB26C01) (73hrs)

Unit I (14hrs)

Introduction to Management: Definition - Nature - Scope - Importance - Characteristics - Functions of Management - Managerial Hierarchy - Managerial Roles & Skills. Evolution of Thought: Classical Approach to Management - Neo-Classical Approach - Behavioural Approach. Industry 4.0 & 5.0- Meaning- Principles. Planning: Definition - Nature - Importance - Types - Strategic Planning Process.

Unit II (15hrs)

Organizing: Meaning - Definition - Types of Organisation - Organizational Structure. Authority, Responsibility & Power - Agile & Hybrid Organizational Structures in the Digital Era. Decision-Making: Types - Models and Techniques - AI in Decision-Making - AI-Enhanced & Data-Driven Decision Making with Ethical Governance -Management by Objective and Key Results (OKRs) - Management by Exception & Management by Wandering Around (MBWA)-Business Ethics.

Unit III (15hrs)

Directing: Definitions - Importance - Elements - Principles - Characteristics of Directing. Coordination: Need - Types - Techniques. Controlling: Definitions - Need of Controlling - Characteristics of Control - Steps in the Controlling Process - Resistance to Control - Design of Effective Control System - Types of Control - Control Techniques.

Unit IV**(16hrs)**

Organisational Behaviour (OB): Nature – Importance - Approaches to Organisational Behaviour - OB Model. Personality: Characteristics – Theories - Factors Influencing Personality. Perception: Meaning- Perceptual Process- Factors- Perceptual Distortions. Leadership: Meaning - Nature - Styles - Emotional Intelligence - Leadership in AI Era. Motivation: Need - Importance - Theories of Motivation (Maslow, Herzberg, McClelland). Vedic Principles in Management: Meaning - Scope - Ethical Leadership through Dharma.

Unit V**(13hrs)**

Organizational culture and climate: Concept - Factors affecting organizational climate – Importance. Organizational change: Importance – Stability Vs Change – Proactive Vs Reaction change – The change process – Resistance to change – Managing change. Stress: Work Stressors – Prevention and Management of Stress – Balancing Work and Life. Organizational Development: Characteristics - Objectives. Workplace Well-Being: Mindfulness & Mental Health Management

*** Course Alignment with SDG: 8****Text Books**

S.No.	Authors	Title	Publisher	Year & Edition
1	Sonia Umair	Human Perspectives of Industry 4.0 Organizations	CRC Press	2026, 1 Edn
2	Stephen P. Robbins & Timothy A. Judge	Organizational Behavior	Pearson	2026, 20 Edn
3	Angelo Kinicki, Denise Breau, Soignet	Management: A Practical Introduction	Tata McGraw Hill	2024, 15 Edn
4	Chandrani Singh and Aditi Khatri	Principles and Practices of Management and Organizational Behavior	Sage Publication	2023, 6 Edn

Reference Books

S.No.	Authors	Title	Publisher	Year & Edition
1	Dr. Munmun Mohanty & Dr. N.M. Khandelwal	Management Practices and Thoughts in Ancient India	Himalaya Publishing House	2024, 1 Edn
2	L.M Prasad	Principles and Practice of Management	Sultan Chand	2023, 10 Edn
3	Charles W.L.Hill and Steven L Mcshare	Principles of Management	Tata McGraw Hill	2022, 7 Edn

Related Online References

- Organisation Behaviour – Prof. Dr. Vishal Kumar, SWAYAM
Covers organizational behaviour fundamentals including perception, personality, motivation, leadership, communication, conflict, and group dynamics.
- Organisational Behaviour and Leadership Skills – FutureLearn
Focuses on OB concepts and leadership development including motivation, behaviour drivers, and performance enhancement.

Pedagogy

The course will be delivered using a combination of traditional and learner-centered teaching methods, including:

- Lecture - Chalk and Talk
- PowerPoint presentations
- E-content and digital learning resources
- Group discussions
- Assignments
- Quizzes
- Peer learning activities
- Student seminars

Course Code	Course Title	Hours			Credits
		Total	Lecture	Examination	
BB26C02	Core II : Financial Accounting	75	73	2	3

Preamble

- Financial Accounting equips students with foundational knowledge and practical skills required for systematic recording, classification and summarization of business transactions.
- The course introduces accounting principles, concepts and conventions along with the complete accounting cycle.
- It develops competence in preparing books of accounts, trial balance and financial statements with adjustments.
- The course also covers depreciation, bills of exchange and company accounts.
- Analytical skills are enhanced through financial statement analysis while emphasizing ethical reporting and emerging trends such as digital assets.

Prerequisite

Basic numerical ability and familiarity with simple business transactions and elementary accounting concepts.

Course Learning Outcomes (CLOs)

On the successful completion of the course, students will be able to,

CLO No	Course Learning Outcome	Bloom's Level
CLO1	Recall accounting principles, concepts, types of accounts, accounting procedures and components of financial statements across business transactions.	K1
CLO2	Explain accounting processes including journalizing, ledger posting, trial balance preparation, rectification of errors, depreciation and financial statements.	K2
CLO3	Apply accounting principles and procedures to record transactions and prepare books of accounts, trial balance, bank reconciliation statement and financial statements.	K3
CLO4	Analyze accounting data including errors, depreciation methods and financial statements to interpret business performance.	K4
CLO5	Evaluate financial statements using analytical tools such as comparative, common-size and trend analysis along with ethical considerations.	K5
CLO6	Prepare and present complete financial statements for business entities incorporating adjustments, structured formats and reporting standards.	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Unit-wise CLO Mapping

Unit	Coverage	Mapped CLOs
Unit I	Accounting concepts, GAAP, accounting cycle, journal, ledger, subsidiary books, AI & IKS	CLO1, CLO2, CLO3
Unit II	Trial balance, rectification of errors, suspense account, BRS	CLO1, CLO2, CLO3, CLO4
Unit III	Capital & revenue expenditure, final accounts with adjustments	CLO1, CLO2, CLO3, CLO4, CLO6
Unit IV	Depreciation, bills of exchange	CLO1, CLO2, CLO3, CLO4
Unit V	Company accounts, financial analysis, ethics, digital assets	CLO1, CLO2, CLO4, CLO5, CLO6

Alignment of CLO with PLO

3 = High, 2 = Medium, 1 = Low, – = Not Applicable

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO1	3	2	2	1	1	1	1	2	1	1
CLO2	3	2	2	2	1	1	1	2	1	1
CLO3	3	2	3	2	1	1	1	3	1	1
CLO4	2	1	3	3	1	1	1	3	1	1
CLO5	2	1	2	3	1	1	2	2	1	1
CLO6	1	2	2	2	2	1	3	1	1	2

CORE II : FINANCIAL ACCOUNTING (BB26C02) (73 Hrs)

UNIT – I (15 Hrs)

Nature of Accounting - Objectives, Scope & Limitations – GAAP – Generally Accepted Accounting Principles – Accounting Concepts and Conventions – Accounting Equation – Double Entry System – Kinds of Accounts – Rules of Debit & Credit – Accounting Cycle – Journal – Ledger – Subsidiary Books: Purchase Book, Sales Book, Returns Book, Cash Book – Single Entry System.

UNIT-II (14 Hrs)

Trial Balance - objectives and methods of preparing Trial Balance - Rectification of Errors - types of errors - preparation of suspense account - effect of errors on profit - Reasons for difference between Cash Book and Pass Book Balance - Preparation of Bank Reconciliation Statement.

UNIT – III (14 Hrs)

Depreciation – Introduction, Need - Methods: Straight line and Diminishing balance methods – Capital and Revenue expenditure - Preparation of Manufacturing – Trading and Profit and Loss Account – Balance Sheet - Treatment of adjustments.

UNIT – IV (15 Hrs)

Hire Purchase System – Default and Repossession - Hire Purchase Trading Account - Instalment System - Bills of Exchange – entries in the books of drawer and acceptor.

UNIT -V (15Hrs)

Final accounts of a company- Horizontal and vertical forms of income statement and Balance sheet and its contents - Financial statement analysis- comparative, common size statements and trend analysis- Ethics in financial reporting - AI in Accounting – IKS in Accounting (Arthshastra & Bahi-Khata System) - Introduction to Digital Assets.

(Theory and Problems in the ratio of 20% and 80% respectively)

*** Course Alignment with SDGs: 4, 8, 12**

Text Books

S.No.	Authors	Title	Publisher	Year & Edition
1	P C Tulsian, Bharat Tulsian, Tushar Tulsian	Financial Accounting (Including GST & TALLY)	S Chand Publications	2025, 2 Edn
2	Gupta MP, Agarwal BM	Financial Accounting	S Chand Publications	2023, 1 Edn

Reference Books

S.No.	Authors	Title	Publisher	Year & Edition
1	S.N. Maheswari, Suneel K. Maheshwari, Sharad K. Maheshwari	Financial Accounting for BBA	Vikas Publishing House Private Limited	2023, 7 Edn
2	S.P. Jain, K.L. Narang, Simmi Agrawal & Monika Sehgal	Financial Accounting	Kalyani Publishers	2022, 12 Edn

Related Online References

1. Financial Accounting – NPTEL - Prof. Puran Singh - IIT Mandi

Pedagogy

The course will be delivered using a combination of traditional and learner-centered teaching methods, including:

- Lecture - Chalk and Talk
- Numerical problem-solving exercises
- E-content and digital learning resources
- PowerPoint presentations
- Group discussions
- Assignments
- Quizzes
- Peer learning activities
- Student seminars

Course Code	Course Title	Hours			Credits
		Total	Lecture	Examination	
IB26C03	Core III: Globalization and World Trade	78	73	5	3

Preamble

- Introduces fundamental concepts of international business, global trade, and globalisation.
- Develops understanding of the international business environment, trade theories, and global market dynamics.
- Provides knowledge on India's foreign trade policy, foreign direct investment (FDI), and ethical dimensions of international trade.
- Familiarizes students with trade promotion institutions, export support mechanisms, and global financial organizations.
- Encourages analytical thinking on regional economic integration, global trade agreements, and emerging technologies such as Industry 4.0 and blockchain in international trade.

Prerequisite

Basic knowledge of commerce, economics, and business studies at the Higher Secondary level, including fundamental concepts of trade, markets, and economic systems.

Course Learning Outcomes (CLOs)

On the successful completion of the course, students will be able to,

CLO No	Course Learning Outcome	Bloom's Level
CLO1	Recall fundamental concepts, definitions, and principles related to international business, globalisation, and international trade.	K1
CLO2	Explain international business environment factors, trade theories, and emerging technological trends such as Industry 4.0 and Blockchain in global trade.	K2
CLO3	Apply concepts of foreign trade policy, FDI theories, and trade regulations to understand international trade practices.	K3

CLO4	Analyze international trade policies, factor mobility theories, and the role of trade promotion institutions in facilitating global trade.	K4
CLO5	Evaluate the effectiveness of international institutions, regional economic groupings, and trade agreements in regulating global trade.	K5
CLO6	Design strategic approaches for international business expansion by considering global trade dynamics, policies, and institutional support mechanisms.	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Unit-wise CLO Mapping

Unit	Coverage	Mapped CLOs
Unit I	International Business & Globalisation	CLO1, CLO2, CLO3, CLO4, CLO5
Unit II	International Business Environment & Trade Theories	CLO1, CLO2, CLO3, CLO4, CLO5
Unit III	India's Foreign Trade & FDI	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6
Unit IV	Trade Promotion Institutions & Export Credit Agencies	CLO1, CLO2, CLO3, CLO4, CLO5
Unit V	Global Trade Institutions & Regional Economic Groupings	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6

Alignment of CLO with PLO

3 = High, 2 = Medium, 1 = Low, – = Not Applicable

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO1	3	2	1	1	1	1	1	1	1	1
CLO2	3	3	2	2	1	2	1	1	2	1
CLO3	2	2	3	3	1	2	1	3	2	2
CLO4	2	2	2	3	1	1	2	2	2	1
CLO5	2	2	2	3	2	2	2	2	3	2
CLO6	1	2	3	3	2	3	2	2	3	3

CORE III: GLOBALIZATION AND WORLD TRADE (IB26C03) (73Hrs)

UNIT – I (15 Hrs)

International Business: Overview - Stages of Internationalisation- Approaches - Operating Modes - Country Evaluation and Selection. International Trade: Features - Advantages. Globalisation: Overview - Driving Forces - Criticisms - Relationship between Globalisation & International Business.

UNIT – II (15 Hrs)

International Business Environment: Political, Economic, Cultural, Technological, Legal, Geographical. International Trade - Factor Mobility Theories: Classical Theories, Modern Theories: Overview – Industry 4.0- BlockChain Technology.

UNIT – III (15 Hrs)

India's Foreign Trade: Overview; Policy (2023-2028). Trading policies: Free Trade Vs Protection - Advantages & Disadvantages. Dharma based Trade Ethics. Foreign Direct Investment: Nature - Need - Problems- Theories: Market Imperfections- Eclectic Theory - Market Power - Factors- Extent of FDI - India's Share.

UNIT – IV (14 Hrs)

Trade Promotion Institutions: FIEO - Export Promotion Councils - Department of Commerce -Commodity Boards (Tea, Coffee, Rubber, Spices, Tobacco) - APEDA - MPEDA - MeitY - Export Inspection Council, STC, Export Houses - Special Economic Zones. Export Credit Agencies: ECGC - EXIM Bank.

UNIT – V (14 Hrs)

Institutional Support for Trade: World Bank - WTO – IMF - Free Trade Area - Customs Union - Common Market - Economic Union - Political Union - New-Age Trade Blocs and Mega-Regional Trade Agreements. Regional Economic Groupings: European Union - NAFTA - SAARC - ASEAN - APEC.

*** Course Alignment with SDGs: 8**

Text Books

S.No.	Authors	Title	Publisher	Year & Edition
1	Nuntana Udomkit	International Trade Essentials: An Integrated Approach Across Business, Economics, and Law	Routledge	2026, 1 Edn
2	Charles W L Hill	Global Business Today	A McGraw Hill	2024, 14 Edn

Reference Books

S.No.	Authors	Title	Publisher	Year & Edition
1	V.S. Datey	Taxmann's Customs Law & Practice with Foreign Trade Policy	Taxmann	2025, 27 Edn
2	Rajiv Sikri	Strategic Conundrums: Reshaping India's Foreign Policy	Penguin India	2024, 1 Edn
3	Dr. V.K. Pande	Foreign Trade Policy of India And World Economy	India Press	2024, 1 Edn

Related Online References

- Principles of Management - SWAYAM online course by IIT Roorkee / NPTEL.
- Organizational Behaviour -SWAYAM online course by Indian Institute of Management Sirmaur.

Pedagogy

The course will be delivered using a combination of traditional and learner-centered teaching methods, including:

- Lecture - Chalk and Talk
- PowerPoint presentations
- E-content and digital learning resources
- Group discussions
- Assignments
- Quizzes
- Peer learning activities
- Student seminars