

Name of Assistant Professor: Sh. Bijender

B.COM 5th Sem (International Trade)

Session 2022-23

WEEK – 01	International Business and Trade—An Introduction
WEEK – 02	International Business Environment—Concept and Components ⇒ Assignment – 1
WEEK – 03	Risk in International Business ⇒ Class Test (Oral & written)
WEEK – 04	Globalisation Modes of Entering into International Business ⇒ Revision ⇒ tests (oral)
WEEK – 05	Foreign Investment and Impact of FDI Multinational Enterprises
WEEK – 06	Foreign Exchange and Exchange Rate ⇒ Assignment – 2 ⇒ Test (written)
WEEK – 07	Balance of Payments Classical Theory of International Trade—Absolute Advantage and Comparative Advantage Theory
WEEK – 08	Modern Theories of International Trade—Factor Proportion Theory and Product Life Cycle Theory Control Mechanism for International Business and Government Intervention
WEEK – 09	World Trade Organisation (WTO) International Monetary Fund (IMF) ⇒ Assignment – 3 ⇒ Test (written)

WEEK – 10	World Bank International Marketing-I—Assessing Markets, Designing ⇒ Revision ⇒ Tests (Oral)
WEEK – 11	Products and Branding Decisions, International Marketing-II- Pricing,
WEEK – 12	Promotion, Distribution and Logistics ⇒ Assignment – 4 ⇒ Test (written)
WEEK – 13	Revisions, Unit - I
WEEK – 14	Revisions, Unit – II
WEEK – 15	Revisions, Unit – III
WEEK – 16	Revisions, Unit – IV