

International Business Course Lesson Plan

Course Layout

Duration: 12 Weeks

Mode: Online / Self-paced / Instructor-led

Assessment: Weekly quizzes, case studies, discussion forums, and final project

Weekly Lesson Plan

Week 1: Introduction to International Business

1. Introduction to International Business – An Overview
2. Theories of International Trade
3. Modes and Entry Strategies of International Business
4. Globalization: An Overview

Week 2: International Business Environment

5. International Business Environment – An Overview
6. Socio–Cultural Environment
7. Political and Legal Environment
8. Economic and Technological Environment

Week 3: Commercial Policy and Trade Relations

9. Commercial Policy Instruments – Meaning and Need
10. Instruments of Commercial Policy of India
11. Tariff and Non-Tariff Barriers
12. International Trade Relations

Week 4: Regional Economic Groupings

13. Concept of Regional Economic Grouping
14. Forms of Regional Groupings
15. Regional Economic Grouping – EU, NAFTA, ASEAN
16. Regional Economic Grouping – SAARC, SAPTA, SAFTA

Week 5: Global Trade Organizations

17. World Trade Organisation (WTO)

- 18. United Nations Conference on Trade and Development (UNCTAD)
- 19. International Bank for Reconstruction and Development (IBRD)
- 20. International Monetary Fund (IMF)

Week 6: Multinational Corporations (MNCs)

- 21. Concept of Multinational Corporation
- 22. Organisational Structure of Multinationals
- 23. Multinational Corporations in India
- 24. The Indianisation of Transnational Companies

Week 7: Foreign Exchange Market

- 25. Foreign Exchange Market - Concepts and Functions
- 26. Exchange Risk and Exposure
- 27. Types and Methods of Managing Exchange Risk
- 28. Foreign Exchange Management Act (FEMA)

Week 8: Foreign Investments

- 29. Concepts of Foreign Investment
- 30. Theories of Foreign Investments
- 31. Forms of Foreign Investments
- 32. Foreign Direct Investment (FDI)

Week 9: Balance of Payments (BoP)

- 33. Concept of Balance of Payment
- 34. Components of Balance of Payments Account
- 35. Causes of Disequilibrium in Balance of Payment
- 36. Measures to Correct Disequilibrium in Balance of Payments

Week 10: International Monetary System & Business Trends

- 37. International Monetary System: An Overview
- 38. Exchange Rate Systems
- 39. E-Commerce and Ethical Dimensions in International Business
- 40. Recent Trends in International Business

Week 11: E-Commerce, Ethics, and Legal Aspects

- 41. E-Commerce and Types of E-Commerce
- 42. Ethical Dilemmas in International Business
- 43. International Business Law
- 44. International Stock Market and International Business
- 45. Technology and its Complexities in International Business

Week 12: Entrepreneurship, AI, and Research in International Business

- 46. Women in Business - India and Global
- 47. Entrepreneurial Facets in International Business
- 48. Indian Startups in Global Context Milieu
- 49. Artificial Intelligence and International Business – An Overview
- 50. International Business Research Dimensions

Assessment & Certification

- **Quizzes:** Weekly assessments to reinforce learning.
- **Case Studies:** Real-world business scenarios.
- **Final Project:** Comprehensive research on a global business strategy.
- **Certificate:** Upon successful completion, learners receive an industry-recognized certificate.

This structured plan ensures a **holistic understanding of International Business**, blending **theoretical knowledge with practical applications** for students and professionals aiming to excel in the global business landscape.