



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

Course: Fundamentals Of Global Business Management

Summary

Course Status:	Upcoming
Course Type:	Elective
Duration:	8 weeks
Last Date for Enrollment:	28th Feb 2023
Start Date:	1 st March 2023
End Date:	30 th May 2023
Exam Date:	15th June 2023
Category:	Management
Credit Points:	2
Level:	Undergraduate/Postgraduate

Course Layout

Week 1: Introduction to International Business

Introduction – Evolution of International Business – Need for International Trade – Difference between domestic Trade and foreign Trade – Nature of International Business – Challenges to International Trade – Inco Terms – Overview of International Trade – Summary – Key Words – Self-Assessment Questions

Week 2: International Trade Theories

Introduction – International Trade theories – Adam Smith Theory of Absolute advantage – Ricardo Theory Comparative advantage – Heckscher- Ohlin theory – The Samuelson and

Jones Model – Porter’s diamond model. – Summary – Key Words – Self-Assessment Questions

Week 3: International Business Environment

Introduction – Internal Environment – External (Micro) Environment – External (Macro) Environment – Self-Reference Criterion (SRC)

Week 4: International Business Environment (Cont..)

International Economic Environment – International Political Environment – International Legal Environment – International Cultural Environment – International Demographic Environment – Summary – Key Words – Self-Assessment Questions –

Week 5: Globalisation Of International Business

Introduction – Protection policy – Free Trade policy – Barriers to International Trade – Risks in International Business – Global competitiveness – Liberalization – Privatisation – Globalisation – Multi-National Companies (MNCs) – Summary – Key Words – Self-Assessment Questions

Week 6: International Trade Blocks

Introduction – Importance of International Trade-Agreements – Regional Trade blocks – SAARC – ASEAN – European Union – NAFTA – Other Trade Blocks – Generalized System of Preferences (GSP) – Global System of Trade Preferences (GSTP) – Summary – Key Words – Self-Assessment Questions

Week 7: International Trade Organisations

Introduction – GATT – WTO – IMF – World Bank – Asian Development Bank – UNCTAD – UNIDO – International Chamber of Commerce (ICC) – Summary – Key Words – Self-Assessment Questions

Week 8: Foreign Trade Policy

Introduction – Highlights of FT policy – Export Promotion measures – Assistance to States for Developing Export Infrastructure – Market Access Initiative – Special Economic Zones (SEZs) – Duty Drawback Scheme – Export Promotion of Capital Goods [EPCG] – Summary – Key Words – Self-Assessment Questions

Certificate Course

The course is free to enroll and learn from.

Date of Online Exams: **15th June 2023**, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

CRITERIA TO GET A CERTIFICATE

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS
- Passing Criteria – 40%

Only the e-certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.