

Saraswati Mahila Mahavidyalaya, Palwal

Lesson Plan :

Name of the Assistant/Associate Professor: Jyoti sharma & Manisha Royat

Class and Section: B.com III

Name of subject: International Business & Trade.

Subject Lesson Plan : 18 weeks(from January 2018 to April 2018)

(Note: Prepare as per list of holidays declared by Haryana govt.)

WEEK 1
ASSIGNMENT:
WEEK 1, DAY 1, DATE :01/01/2018(MONDAY)
Chapter - 1 International business & Trade - An Introduction - Meaning, characteristics - Types & process
WEEK 1, DAY 2, DATE :02/01/2018(TUESDAY)
- 5 Ps of International Business - challenges in international Business
WEEK 1, DAY 3, DATE :03/01/2018(WEDNESDAY)
- International Trade - Basis of international trade - Similarities between national & international trade
WEEK 1, DAY 4, DATE :04/01/2018(THURSDAY)
- Difference between internal and international trade, arguments against a separate theory of international trade
WEEK 1, DAY 5, DATE :05/01/2018(FRIDAY)
Holiday on account of Guru Govind Singh's Birthday
WEEK 1, DAY 6, DATE :06/01/2018(SATURDAY)

WEEK 2

ASSIGNMENT:

WEEK 2, DAY 1, DATE :08/01/2018(MONDAY)

- Advantages & Disadvantages
- Problems & Suggestions

WEEK 2, DAY 2, DATE :09/01/2018(TUESDAY)

Chapter-2 International Business Environment

- Meaning
- Needs & Components

WEEK 2, DAY 3, DATE :10/01/2018(WEDNESDAY)

- International Economic environment - economic environment of domestic economy, Business Cycle & foreign investment

WEEK 2, DAY 4, DATE :11/01/2018(THURSDAY)

- International Institutions
- International Trade & Agreements

WEEK 2, DAY 5, DATE :12/01/2018(FRIDAY)

Revision of chapters 1, 2

WEEK 2, DAY 6, DATE :13/01/2018(SATURDAY)

Chapter-3 Risks in International Business

- Meaning & types of business risks
- Internal risk, operating level risk, General environment risks.

WEEK 3

ASSIGNMENT:

WEEK 3, DAY 1, DATE :15/01/2018(MONDAY)

WEEK 3

ASSIGNMENT:

WEEK 3, DAY 1, DATE : 15/01/2018 (MONDAY)

- Country Risk & Political Risks
- Components of Risk in International Business

WEEK 3, DAY 2, DATE : 16/01/2018 (TUESDAY)

- Managing Business Risks, Benefits of Risk Management
- Methods of Measuring Environment Risk

WEEK 3, DAY 3, DATE : 17/01/2018 (WEDNESDAY)

- Methods of Handling International Business Risk, Difficulties in measuring risks in international business.

WEEK 3, DAY 4, DATE : 18/01/2018 (THURSDAY)

- chapter-4 Globalisation
- Meaning & characteristics
 - strategies of Globalisation

WEEK 3, DAY 5, DATE : 19/01/2018 (FRIDAY)

- factors of Globalisation
- Measures adopted for Globalisation in India

WEEK 3, DAY 6, DATE : 20/01/2018 (SATURDAY)

- Effects of Globalisation in developing economies obstacles in the path of Globalisation.

WEEK 4

ASSIGNMENT:

WEEK 4, DAY 1, DATE : 22/01/2018 (MONDAY)

Holiday on account of Basant Panchmi.

WEEK 4, DAY 2, DATE :23/01/2018(TUESDAY)

- Need for fair globalisation
- Political impact of Globalisation
- Globalisation

WEEK 4, DAY 3, DATE :24/01/2018(WEDNESDAY)

Holiday on account of Sir Chotu Ram Jayanti.

WEEK 4, DAY 4, DATE :25/01/2018(THURSDAY)

Test of Unit - I

WEEK 4, DAY 5, DATE :26/01/2018(FRIDAY)

Holiday on account of Republic Day.

WEEK 4, DAY 6, DATE :27/01/2018(SATURDAY)

- Chapter - 5 Modes of Entering into International business
- Meaning & factors
 - Methods ; Trade Mode

WEEK 5

ASSIGNMENT:

WEEK 5, DAY 1, DATE :29/01/2018(MONDAY)

- Contractual Entry Mode
- Investment Mode
- Comparison of Trade Mode & Investment Mode

WEEK 5, DAY 2, DATE :30/01/2018(TUESDAY)

- Limitations
- Foreign Market Entry Strategies

WEEK 5, DAY 3, DATE :31/01/2018(WEDNESDAY)

Holiday on account of Guru Ravi Dass Jayanti

WEEK 5, DAY 4, DATE :01/02/2018(THURSDAY)

- Causes for entry into foreign markets

WEEK 5, DAY 5, DATE :02/02/2018(FRIDAY)

Revision of chapter 5

WEEK 5, DAY 6, DATE :03/02/2018(SATURDAY)

chapter-6 foreign investment & impact of FDI

- Meaning & types of foreign capital

WEEK 6

ASSIGNMENT:

WEEK 6, DAY 1, DATE :05/02/2018(MONDAY)

- objectives of foreign capital

- factors influencing FDI

WEEK 6, DAY 2, DATE :06/02/2018(TUESDAY)

- Advantages of foreign investment

- Limitations of FDI

- Benefits of FDI

WEEK 6, DAY 3, DATE :07/02/2018(WEDNESDAY)

- Trends in Global FDI

- Regulation of FDI

- Suggestions of FDI

WEEK 6, DAY 4, DATE :08/02/2018(THURSDAY)

- foreign investment Policy 1991

- consolidated FDI Policy, 2015

WEEK 6, DAY 5, DATE :09/02/2018(FRIDAY)

Chapter-7 Multinational Enterprises

- Meaning & features
- Reasons for growth of MNCs

WEEK 6, DAY 6, DATE :10/02/2018(SATURDAY)

Holiday on account of Maharshi Dayanand Saraswati Jayanti.

WEEK 7

ASSIGNMENT:

WEEK 7, DAY 1, DATE :12/02/2018(MONDAY)

- Advantages of MNCs
- Disadvantages of MNCs

WEEK 7, DAY 2, DATE :13/02/2018(TUESDAY)

Holiday on account of Maha Shivaratri.

WEEK 7, DAY 3, DATE :14/02/2018(WEDNESDAY)

- Regulation of Multinational Corporations,
- Suggestions of Regulating MNCs

WEEK 7, DAY 4, DATE :15/02/2018(THURSDAY)

- India & Multinational Corporations
- Indian Multinational Corporations

WEEK 7, DAY 5, DATE :16/02/2018(FRIDAY)

Revision of chapter

WEEK 7, DAY 6, DATE :17/02/2018(SATURDAY)

Chapter - 8 Foreign Exchange & Exchange Rate

- Meaning, fixed rate & flexible rate of exchange
- Arguments against fixed rate & flexible rate of exchange

WEEK 8

ASSIGNMENT:

WEEK 8, DAY 1, DATE : 19/02/2018 (MONDAY)

- Determination of fixed rate of exchange
- Determination of flexible rate of exchange
- Factors influencing rate of exchange

WEEK 8, DAY 2, DATE : 20/02/2018 (TUESDAY)

- Theories of Rate of Exchange :
Mint par Theory

WEEK 8, DAY 3, DATE : 21/02/2018 (WEDNESDAY)

- Purchasing power Parity Theory

WEEK 8, DAY 4, DATE : 22/02/2018 (THURSDAY)

- Balance of Payment Theory

WEEK 8, DAY 5, DATE : 23/02/2018 (FRIDAY)

- Revision of chapters

WEEK 8, DAY 6, DATE : 24/02/2018 (SATURDAY)

Chapter - 9 Balance of Payments

- Meaning, features & Balance of Trade

- Difference between BOP & Balance of trade
- forms of BOP

WEEK 9

ASSIGNMENT:

WEEK 9, DAY 1, DATE :26/02/2018(MONDAY)

- Component of Current Account
- Component of Capital Account
- other items of BOP
- structure of BOP

WEEK 9, DAY 2, DATE :27/02/2018(TUESDAY)

- Disequilibrium in BOP
- Types of disequilibrium in BOP
- causes of disequilibrium in BOP

WEEK 9, DAY 3, DATE :28/02/2018(WEDNESDAY)

VACATION -II

WEEK 9, DAY 4, DATE :01/03/2018(THURSDAY)

VACATION -II

WEEK 9, DAY 5, DATE :02/03/2018(FRIDAY)

VACATION -II

WEEK 9, DAY 6, DATE :03/03/2018(SATURDAY)

VACATION -II

WEEK 10

ASSIGNMENT:

WEEK 10, DAY 1, DATE :05/03/2018(MONDAY)

- BOP always balances, Impact of Adverse BOP on economy, Measures to correct BOP adverse and importance of BOP

WEEK 10, DAY 2, DATE :06/03/2018(TUESDAY)

Revision of the chapter

WEEK 10, DAY 3, DATE :07/03/2018(WEDNESDAY)

Chapter -10 classical Theory of International Trade
→ Meaning, theory of Comparative Cost
- Absolute difference in cost

WEEK 10, DAY 4, DATE :08/03/2018(THURSDAY)

- Comparative Difference in costs
- Equal difference in costs

WEEK 10, DAY 5, DATE :09/03/2018(FRIDAY)

- Criticism of Theory of Comparative Costs
- Modifications in the theory of Comparative Costs

WEEK 10, DAY 6, DATE :10/03/2018(SATURDAY)

Revision of chapter

WEEK 11

ASSIGNMENT:

WEEK 11, DAY 1, DATE :12/03/2018(MONDAY)

Chapter -11 Modern Theory of International Trade -
- Meaning, assumptions of theory
- Explanation of Theory

WEEK 11, DAY 2, DATE :13/03/2018(TUESDAY)

- Factor price Equality

- Superiority of Ohlin Theory
- criticism of factor Proportion Theory

WEEK 11, DAY 3, DATE :14/03/2018(WEDNESDAY)

- Product Life Cycle Theory
- Exception of Product Life Cycle Theory

WEEK 11, DAY 4, DATE :15/03/2018(THURSDAY)

Revision of chapter

WEEK 11, DAY 5, DATE :16/03/2018(FRIDAY)

Chapter-12 Control Mechanism for International Business and Government Intervention

- Meaning & Difficulties in control over Int. Business
- Internal Control Mechanism in international business

WEEK 11, DAY 6, DATE :17/03/2018(SATURDAY)

- External Control Mechanism in international business
- Control by international Institutions : IMF, World Bank, WTO, UNCTAD, International Trade Agreements, Control by social organisations

WEEK 12

ASSIGNMENT:

WEEK 12, DAY 1, DATE :19/03/2018(MONDAY)

- Government Intervention in Business
- Rational for government intervention

WEEK 12, DAY 2, DATE :20/03/2018(TUESDAY)

- Economic Role of Government

WEEK 12, DAY 3, DATE :21/03/2018(WEDNESDAY)

Presentation of chapter-12

WEEK 12, DAY 4, DATE :22/03/2018(THURSDAY)

Chapter-13 World Trade Organisation

- Meaning, features, objectives of WTO
- Functions of WTO & structure of WTO
- Scope of WTO

WEEK 12, DAY 5, DATE :23/03/2018(FRIDAY)

Holiday on account of Shahidi diwas.

WEEK 12, DAY 6, DATE :24/03/2018(SATURDAY)

- WTO : Trade in Agriculture
Trade in Textile & clothing sector
TRIPS
TRIMS

WEEK 13

ASSIGNMENT:

WEEK 13, DAY 1, DATE :26/03/2018(MONDAY)

- GATS, Dispute settlement, agreement on export-subsidies, anti-dumping agreements
- Reviewing Trade Policies of Member Countries
- WTO and India

WEEK 13, DAY 2, DATE :27/03/2018(TUESDAY)

- WTO & India :
Arguments against WTO
Arguments in favour of WTO

WEEK 13, DAY 3, DATE :28/03/2018(WEDNESDAY)

- Progress in fulfillment of India's commitment to WTO
- Role of WTO in international trade

WEEK 13, DAY 4, DATE : 29/03/2018 (THURSDAY)

Holiday on account of Mahavir jayanti.

WEEK 13, DAY 5, DATE : 30/03/2018 (FRIDAY)

- challenges before WTO, Geneva Ministerial conference
- Bali Ministerial Conference
- Difference between GATT & WTO

WEEK 13, DAY 6, DATE : 31/03/2018 (SATURDAY)

Questioning from chapter - 13

WEEK 14

ASSIGNMENT:

WEEK 14, DAY 1, DATE : 02/04/2018 (MONDAY)

- chapter - 14 International Monetary fund (IMF)
- Meaning, objectives
 - Membership, organisation & Management, capital.

WEEK 14, DAY 2, DATE : 03/04/2018 (TUESDAY)

- Special Drawing Rights : SDRs, Benefits of SDR, Criticism of SDR, proposed SDR quota & share in voting power.

WEEK 14, DAY 3, DATE : 04/04/2018 (WEDNESDAY)

- Main functions of IMF
- Role of IMF in promoting International Trade

WEEK 14, DAY 4, DATE :05/04/2018(THURSDAY)

- Success & failure of IMF
- International Monetary fund & India

WEEK 14, DAY 5, DATE :06/04/2018(FRIDAY)

Presentation of chapter IMF

WEEK 14, DAY 6, DATE :07/04/2018(SATURDAY)

- Chapter - 15 World Bank
- Establishment, Objectives, Membership
 - Capital of World Bank, Management and functions of World Bank

WEEK 15

ASSIGNMENT:

WEEK 15, DAY 1, DATE :09/04/2018(MONDAY)

- Lending Activities of World Bank
- Role of World Bank in promoting international trade, evaluation

WEEK 15, DAY 2, DATE :10/04/2018(TUESDAY)

- failure of World Bank
- India & World Bank

WEEK 15, DAY 3, DATE : 11/04/2018 (WEDNESDAY)

Unit - IV Chapter - 16 International Marketing -

- Meaning, Nature of International Marketing
- Benefits to Nation & Consumer

WEEK 15, DAY 4, DATE : 12/04/2018 (THURSDAY)

- Assessing International Markets : steps in country Evaluation & Selection
- factors used in Country Evaluation & Selection, Evaluation Markets

WEEK 15, DAY 5, DATE : 13/04/2018 (FRIDAY)

- International Marketing Mix :-
 - o Product Decisions
 - o Product classification
- Designing products for foreign Markets, factors affecting designing products for foreign Markets.

WEEK 15, DAY 6, DATE : 14/04/2018 (SATURDAY)

Holiday on account of Vaisakhi & Dr B.R. Ambedkar's Jayanti.

WEEK 16

ASSIGNMENT:

WEEK 16, DAY 1, DATE : 16/04/2018 (MONDAY)

- New Product development in International Markets
- stage in the process of new product development.

WEEK 16, DAY 2, DATE : 17/04/2018 (TUESDAY)

- International product strategies :- Branding decisions, Main branding decisions in International Markets.

WEEK 16, DAY 3, DATE : 18/04/2018 (WEDNESDAY)

Holiday on account of Maharshi Pasuram Jayanti

WEEK 16, DAY 4, DATE : 19/04/2018 (THURSDAY)

Chapter - 17 Pricing, Promotion, Distribution & Logistics
- Pricing decisions, obstacles in international pricing, Government intervention, pricing policies, price quotations & dumping

WEEK 16, DAY 5, DATE : 20/04/2018 (FRIDAY)

- Communication Mix, Main elements :
advertising, personal selling, publicity & public relations, sales promotions

WEEK 16, DAY 6, DATE : 21/04/2018 (SATURDAY)

- Direct Marketing, Interactive Marketing,
- Need for integrated promotion
- Optimum International promotion Mix

WEEK 17

ASSIGNMENT:

WEEK 17, DAY 1, DATE : 23/04/2018 (MONDAY)

- Physical Distribution
- factors affecting selection of channels of distribution
- International Logistics Management

WEEK 17, DAY 2, DATE : 24/04/2018 (TUESDAY)

- challenges in Global Logistics Management,
- Difficulties in International Marketing

WEEK 17, DAY 3, DATE : 25/04/2018 (WEDNESDAY)

Revision

WEEK 17, DAY 4, DATE :26/04/2018(THURSDAY)

Revision

WEEK 17, DAY 5, DATE :27/04/2018(FRIDAY)

Revision

WEEK 17, DAY 6, DATE :28/04/2018(SATURDAY)

Revision

WEEK 18

ASSIGNMENT:

WEEK 18, DAY 1, DATE :30/04/2018(MONDAY)

Revision.

Navishe