

ARASWATI MAHILA MAHAVIDYALAYA, PALWAL

LESSON PLAN

Class : BCom. III

Semester : I<sup>st</sup>

Paper : International trade.

Session : 2020-21

Lectures	Topic
21 to 20	<u>Unit I</u> International Business, Risk, International Business Environment, Globalisation, Internationalisation of Business.
21 to 24	<u>Unit II</u> Modes of entering into International Business, Multinational Enterprises. Foreign Exchange, Exchange Rate, Balance of payments.
24 to 26	<u>Unit III</u> Theories of International Trade. WTO, IMF, World Bank.
26 to 27	<u>Unit IV</u> Assessing international markets. Branding decisions. International Promotion, Pricing, Place and logistics.
28 to 29	Revisions.