

SARASWATI MAHILA MAHAVIDHYALAYA, PALWAL

LESSON-PLAN

Class: BBA 3rd YEAR

Semester: 6th

Subject: FOUNDATIONS OF INTERNATIONAL BUSINESS

Session: 2021-22

Lecture Number	Topic
1-15	UNIT 1
	Types of international business
	Basic structure of international business environment
	Risk in international business
	Motives for international business
	Barriers to international business
	Global trading and financial system – an overview
1-20	UNIT 2
	Foreign market entry modes
	Factors of country evaluation and selection
	Decisions concerning foreign direct
	Decisions concerning portfolio investment
	Control methods in international business.
1-18	UNIT 3
	Basic foreign manufacturing decisions
	Basic foreign sourcing decisions
	Product and branding decisions for foreign markets
	Approaches to international pricing

Lecture Number	Topic
	Foreign channel and logistical decisions.
1-20	UNIT4
	Accounting differences across countries
	Cross cultural challenges in international business
	International staffing decisions
	International compensation decisions
	Basic techniques of risk management in international business.

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