

**The Kelkar Education Trust's
V G Vaze College of Arts, Science and
Commerce(Autonomous)**



**The Kelkar Education Trust's
V G Vaze College of Arts, Science and Commerce
(Autonomous)**

Syllabus for FY B.Com

(June 2023 Onwards) Program: B.Com

Semester 1

Course: (VSC) International Business - I

Course Code	Paper Title	Credit
VGUCVS101	International Business - I	02

1. Syllabus as per Choice Based Credit System

i) Name of the Program : F.Y.B.Com. International Business

ii) Course Code : **VGUCVS101**

The Kelkar Education Trust's
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Commerce(Autonomous)

iii) Course Title : **International Business - I**

iv) Semester wise Course Contents : Copy of the syllabus Enclosed

v) References and additional references : Enclosed in the Syllabus

vi) Credit structure :

No. of Credits per Semester : 02

vii) No. of lectures per Unit :

viii) No. of lectures per week : 02

ix) No. of Tutorial per week : ---

1. Scheme of Examination Semester End Exam:60 marks
(4 Questions of 15 marks)

Internal Assessment 40 marks:

(Test 15 marks, Project/ Assignment 15 marks,Class Participation: 10 marks)

2. Special notes, if any : No

As laid down in the College

3. Eligibility, if any : Admission brochure / website

As per College Fee Structure

4. Fee Structure : specifications

5. Special Ordinances / Resolutions, if any : No

The Kelkar Education Trust's
V G Vaze College of Arts, Science and
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Program: FYB.Com
Course : International Business - I

Semester: I
Course Code :
VGUCVS101

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
2	-	-	4	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisite: Basic Micro & Macro Economics Concepts

Course Objectives

1. To make the students aware about the basics concepts & principles of International Business.
2. To Understand International Business their Problems, and Process of Globalization.
3. To understand International Business Environment in Various Contexts; like Economic, Social, Political & Legal.
4. To study the organizational structure of international business

Course Content

Unit No.	Module No.	Content	Lectures
1:Introduction to International Business & Globalization	I	<p>Meaning & Importance of International Business,</p> <p>Distinction between Domestic Business & International Business, Evolution and development of International Business.</p> <p>Reasons for International Business. (Why Companies go Global?), Problems of International Business, Modes of Entry into International business.</p> <p>Concept of Globalization, Stages of Globalization, Importance of Globalization, Impact of</p>	12

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Commerce(Autonomous)

		Globalization, Essential Conditions for Globalization	
2: International Business Environment.	II	Concept of Business Environment, Environment of International business, Economic Environment, Social Environment, Cultural Environment, Political Environment, Legal Environment, technological Environment, Natural Environment	10
3: Organizational Structure for International Business	III	-Domestic Organization Structure, International Division Structure, Global Organizational Structure, Transnational Network Structure	08
		Total No. of Lectures	30

Beyond the Syllabus

Paper presentations, Group Discussion, book reviews and visits to Institutes/ industry

Semester I: Business Economics – Paper I (Paper Pattern)

Duration:2 hours

Marks:60

Q.1 Answer any 2(Unit1)

15Marks

- A
- B
- C

Q.2 Answer any 2(Unit2)

15Marks

- A
- B
- C

Q.3 Answer any 2(Unit3)

15Marks

- A
- B
- C

The Kelkar Education Trust's
V G Vaze College of Arts, Science and
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Q.4 Answer any 3 (Short Notes from all Modules)

15Marks

- A
- B
- C
- D
- E
- F

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Course Outcomes

Students should be able to...

- | | |
|------------|---|
| CO1 | To make the students aware about the basics concepts & principles of International Business. |
| CO2 | To Understand International Business their Problems, and Process of Globalization. |
| CO3 | To understand International Business Environment in Various Contexts; like Economic, Social, Political & Legal. |
| CO4 | To study the organizational structure of international business |

Recommended Resources

Reference Books

1. Cavusgil S. T., Knight, G., Riesenberger, J R , “International Business: The New Realities” Prentice Hall Publication (2012)
2. Vyuptakesh Sharan, “International Business – Concepts Environment & Strategy”, Pearson Publication, 3rd Edition (2011)
3. Dr. C. B. Gupta, “International Business”, S. Chand Publication, (2014).
5. Ajit N. Mathur, “Understanding International Business”, Penguin Books India Pvt. Ltd. Publications (2016)
6. Sonia Gupta, “International Business”, MacGraw Hill Publications (2017)
7. Dr. Neeta Waydande, “International Business”, Sahitya Bhawan Publications
8. Sumati Verma, “International Business”, Pearson Publications, 4th Edition(2019)
9. Pradeep Kumar Sinha, Sanchari Sinha, “International Business Management – A Global Perspective”, Excel Book Publications (2008)
10. Dominick Salvatore, “International Economics – Trade & Finance”, Wiley Publication, (2014).
11. Dominick Salvatore, “Introduction to International Economics”, Wiley Student Edition, (2006).
12. Bo Sodersten – “International Economics”, 3rd Edition, 2004, MacMilan Publication.
13. Francis Cherunilam: International Economics, 13th edition

Syllabus Prepared by:

- | | |
|--|---------------------------------|
| 1. Mr. Prasannajeet Bhawe:
Head & Assistant Prof.
Department of Business Economics
V. G. Vaze
College, Mulund
East, Mumbai. | Chairperson, Syllabus Committee |
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2. Mr. Arun Keskar: Assistant Professor Department of Business Economics V. G. Vaze College, Mulund East,	Member, Syllabus Committee
3. Dr. Avinash Shendre Head & Associate Professor Department of Economics Pragati College, Dombivali	VC Nominee, Syllabus Committee
4. Dr. Manasi Gore Associate Professor Department of Economics University of Pune	1 st Subject Expert, Syllabus Committee
5. Dr. Krishna Shahane Head & Professor Department of Economics Bitco College, Nashik	2 nd Subject Expert, Syllabus Committee
6. Dr. Shivaji Pawar Head & Assistant Professor Department of Economics MCC College, Mulund West, Mumbai	Subject Expert Outside College, Syllabus Committee
7. Ms. Trusha Shinde Assistant Professor Department of Accountancy	Alumni , Syllabus Committee

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Syllabus for FY B.Com
(June 2023 Onwards) Program:

B.Com

Semester 2

Course: (VSC) International Business - II

Course Code	Paper Title	Credit
VGUCVS201	International Business - II	02

2. Syllabus as per Choice Based CreditSystem

i) Name of the Programme : F.Y.B.Com. **International Business - II**

The Kelkar Education Trust's
V G Vaze College of Arts, Science and
Commerce(Autonomous)

ii) Course Code : **VGVCVS201**

iii) Course Title : International Business - **II**

iv) Semester wise Course Contents : Copy of the syllabus Enclosed

v) References and additional references : Enclosed in the Syllabus

vi) Credit structure :

No. of Credits per Semester : 02

vii) No. of lectures per Unit :

viii) No. of lectures per week : 02

ix) No. of Tutorial per week : ---

Scheme of Examination :

Semester End Exam: 60 marks
(4 Questions of 15 marks)

Internal Assessment 40 marks:
Class Test 15 marks, Project/ Assignment 15 marks,

Class Participation: 10 marks

2 Special notes, if any : No

As laid down in the College

3 Eligibility, if any : Admission brochure / website

As per College Fee Structure

4 Fee Structure : specifications

5 Special Ordinances / Resolutions, if any : No

The Kelkar Education Trust's
V G Vaze College of Arts, Science and
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Program : FYB.Com

Semester: II

Course: International Business - II

Course Code: VGVUCVS201

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					End Semester Examination	Total
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	
2	-	-	4	15	15	10		-	60	100
Max. Time, End Semester Exam (Theory) -2Hrs.										

Prerequisite: Knowledge of Basic Concepts of Micro & Macro Economics

Course Objectives

1. To make the students aware about the international production & marketing management.
2. To help students, understand how the international financial management takes place.
3. Ability to evaluate Projects and decisions of investments.
4. To understand the tactics & approaches of negotiations' in international business

Course Content

Unit No.	Module No.	Content	Lectures
1: International Production & Marketing Management	I	Plan Location Decision, Buying Decision, Global Outsourcing, International Logistics, Global Networking of Operations. International Market Segmentation, Target Market Selection, International Product Decisions, International Pricing Decisions, International Distribution Decisions, International Promotion Decisions	10

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V G Vaze College of Arts, Science and
Commerce(Autonomous)

2: International Financial Management	II	International Capital Budgeting, Capital Structure of International Projects, International Working Capital Managements, International Cash Management, Sources of International Financial Markets, Financial Swap,	08
3: International Business Negotiations & Recent Developments & Issues in International Business	III	Steps in the Negotiation Process, Behavior & Tactics in Negotiations, Approaches to International Negotiations. Role of IT in International Business, Ecological Considerations in International Business, Global Outsourcing, Ethical Issues in International Business	10
Total No. of Lectures			30

Beyond the Syllabus

Paper Presentations, Group Discussion, Book Reviews and Visits to Institutes/ Industry

Semester II: Business Economics – Paper II (Paper Pattern)

Duration:2 hours

Marks:60

Q.1 Answer any 2(Unit1)

15Marks

A

B

C

Q.2 Answer any 2(Unit2)

15Marks

A

B

C

Q.3 Answer any 2(Unit3)

15Marks

A

B

C

The Kelkar Education Trust's
V G Vaze College of Arts, Science and
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Q.4 Answer any 3(Short Notes from all modules)

15Marks

- A
- B
- C
- D
- E
- F

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Course Outcomes	
Students should be able to...	(Autonomous)
CO1	To make the students aware about the international production & marketing management.
CO2	To help students, understand how the international financial management takes place.
CO3	Ability to evaluate Projects and decisions of investments
CO4	To understand the tactics & approaches of negotiations' in international business

Recommended Resources	
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Syllabus Prepared by:	
1.	Mr. Prasanna jeet Bhawe: Chairperson, Syllabus Committee Assistant Professor Department of Business Economics V. G. Vaze College, Mulund East, Mumbai.



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