

  
**KANNUR UNIVERSITY**  
**(Abstract)**

Revised Syllabus of B.Com Programme (6B16 COM (CORE - XVI ) “International Business”) under Choice Based Credit Semester System – Implemented w.e.f 2015 admission - Orders issued

**ACADEMIC ‘C’ SECTION**

U.O. No.Acad/C1/3544/2014

Civil Station P.O, Dated, 11-05-2017

- Read:- 1.U.O.No.Acad/C1/3544/2014 dated 03-05-2014  
2.U.O of even No dated 01.02.2016,15.04.2016 & 22.03.2017  
3.Minutes of the Board of Studies in Commerce (UG) held on 07-12-2016  
4.Letter dated 21/04/2017 from smt.Hemalatha .A.V,Chairperson,Board of Studies in Commerce (UG).

**ORDER**

1.The Scheme,Syllabus and Model Question Papers of B.Com (Core, Complementary and Open Courses) Programme under Choice Based Credit Semester System were implemented in the University with effect from 2014 admission vide paper read (1) above and certain modifications were effected in the same vide paper read (2) above.

2.The meeting of the Board of Studies in Commerce (UG) held on 07.12.2016 vide paper read (3) above recommended to modify the Syllabus of core paper **6B16 COM (CORE - XVI ) - “International Business”**, by removing a portion from module IV and module V and by changing the hours allotted for module IV and module V of B.Com Programme to be implemented w.e.f 2015 admission.

3.Smt. Hemalatha .A.V, Chairman, Board of Studies in Commerce (UG) vide paper read (4) above, forwarded the modified Syllabus of the paper **6B16 COM (CORE - XVI ) - “International Business”** of B.Com Programme, to be implemented w.e.f 2015 admission.

4. The Vice Chancellor after considering the matter in detail and in exercise of the powers of Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement the modified Syllabus of the paper **6B16 COM (CORE - XVI ) “International Business” in the VI<sup>th</sup> Semester of B.Com Programme with effect from 2015 admission as recommended by the Board of Studies in Commerce (UG) under Choice Based Credit Semester System , subject to report to the Academic Council.**

PTO

5. Orders are, therefore, issued accordingly.

Sd/-  
JOINT REGISTRAR (Acad)  
For REGISTRAR

To  
The Principals of Colleges offering B.Com Programme

Forwarded/By Order

Copy to:

1. PS to VC/PA to PVC/PA to R/PA to CE.
2. JR/AR 1 (Acad).
3. Computer Programmer (Uploading in Website)
4. SF/DF/FC.

  
SECTION OFFICER





**For more details; log on [www.kannur university .ac.in](http://www.kannur university .ac.in)**

## MODIFIED SYLLABUS

### 6B16 COM (CORE - XVI): INTERNATIONAL BUSINESS

No. of Credits - 4

No. of Contact hours – 90

Hours per week 5

**Module I: International Business:** International Business: – Meaning – Drivers – Evolution – Strategies of going International; – Globalization: Meaning – Features – Significance – Benefits – Problems/Limitation – Forms & Stages of Globalization; – MNC: - Meaning – Nature – Goals – Defense & Critics. [20 Hours]

**Module II: International Trade:** International Trade: Meaning – Benefits – Limitations – Foreign Trade Policies – Outward & Inward (Brief Outline only) – Barriers to Trade – International Trade Agreements – Types; – WTO & its role; – Integration Between Countries – Levels – Impact – Growth of Trading Blocks – Major Trading Blocks – Merits & Limitations. [20 Hours]

**Module III: India's Foreign Trade:** India's Foreign Trade Policy – Role of RBI in Foreign Trade – EXIM Policy – Export Promotion Schemes – EPZ – EOU – SEZ – ECGC – EXIM Bank – EIC; – Documentation in International Trade: - Export Trade Documents: - Commercial Documents – Transport Documents – Financial Documents – Government Documents; – Export Declaration Forms – Certification of Origin - UPCDC Norms. [20 Hours]

**Module IV: International Finance:** International Finance: Nature – Environment of International Finance – Foreign Exchange (FOREX) Market – Participants – Types of Transactions – Financial Instruments; – Exchange Rate – Theories (PPP – IFE – IRP); – Forex Risk – Forex Risk Management Techniques(Brief Outline only) [22 Hours]

**Module V: Financing International Operations:** Financing International Operations – FDI –  
Meaning – Definition – Strategies – Modes of FDI Investment – Benefits & Costs.

[8Hours]

**References:**

1. International Business :Aswathappa
2. International Business : Francis Cherunilam
3. International Financial Management : Kevin
4. International Marketing : Larceny & Bhattacharya
5. International Business :P. Subba Rao, Himalaya Publishing House, New Delhi
6. International Business :V K Bhalla and S Shiva RamuAnmol Publications Pvt Ltd., New  
Delhi