

SDIET, Faridabad								
Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(Digital Marketing) - 3rd Semester : 2025-26								
Course Name (Code) :			Fundamentals of international business (BBA/DMKG/303)			Faculty : Ms. Vandana sharma		
Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.								
S. No.	Lecture No	CO (No)	Topic Description	Teaching Pedagogy	Reference Material	Date		Remarks, if any
						Planned	Actual Delivery	
UNIT-1								
1	1	1	Subject introduction, relevance in the course and desired approach to study the subject.	WhiteBoard	Web Source/Text Book	21.7.25		
2	2	1	Concept of international business;	WhiteBoard	Web Source/Text Book	23.7.25		
3	3	1	Domestic vs international business	WhiteBoard	Web Source/Text Book	24.7.25		
4	4&5	1	Globalization and its relevance,	WhiteBoard	Web Source/Text Book	25.7.25/28.5.25		
5	6	1	stages of Internationalization introduction	WhiteBoard	Web Source/Text Book	30.7.25		
6	7	1	stages of Internationalization,	WhiteBoard	Web Source/Text Book	31.7.25		
7	8	1	Types of International Business,	WhiteBoard	Web Source/Text Book	4.8.25		
8	9&10	1	Types of International Business,	WhiteBoard	Web Source/Text Book	6.8.25/7.8.25		
9	11	1	Types of International Business,	Projector	Web Source/Text Book	8.8.25		
10	12	1	Risks involved in international business.	Projector	Web Source/Text Book	11.8.25		
11	13	1	Risks involved in international business.	Projector	Web Source/Text Book	13.8.25		
12	14	1	REVISION			14.8.25		
UNIT-2								
13	14	2	Market Selection,	Projector	Web Source/Text Book	18.8.25		
14	15	2	Market Entry Strategies meaning , importance	Projector	Web Source/Text Book	20.8.25		
15	16	2	Market Entry Strategies importance , features/revision for ST 1	Projector	Web Source/Text Book	21.8.25		
16	17	2	Market coverage Strategies,	WhiteBoard	Web Source/Text Book	22.8.25		
17	18	2	Market coverage Strategies,	WhiteBoard	Web Source/Text Book	25.8.25		
18	19	2	International Business Intelligence	Projector	Web Source/Text Book	1.9.25		
19	20&21	2	Global Sourcing	Projector	Web Source/Text Book	3.9.25/4.9.25		
20	22 &23	2	Countertrade	Projector	Web Source/Text Book	8.9.25/10.9.25		
21	24	2	Global Trade	Projector	Web Source/Text Book	11.9.25		
22	25	2	REVISION CLASS TEST unit 1& 2			12.9.25		
UNIT-3								
23	26	3	International Investments	Projector	Web Source/Text Book	15.9.25		
24	27	3	Types of Foreign Investments,	Projector	Web Source/Text Book	17.9.25		
25	28	3	Types of Foreign Investments,	WhiteBoard	Web Source/Text Book	18.9.25		
26	29	3	Theories of International Investment	WhiteBoard	Web Source/Text Book	19.9.25		
27	30	3	Theories of International Investment	WhiteBoard	Web Source/Text Book	22.9.25		
28	31	3	Theories of International Investment	Projector	Web Source/Text Book	24.9.25		
29	32	3	Trade	Projector	Web Source/Text Book	25.9.25		
30	33	3	Investment	Projector	Web Source/Text Book	26.9.25		
31	34	3	Factors Affecting International Investment	Projector	Web Source/Text Book	29.9.25		
32	35	3	Growth of Foreign Investment	Projector	Web Source/Text Book	30.9.25		
33	36	3	Foreign Investment in India	Projector	Web Source/Text Book	1.10.25		
34	37	3	Foreign Investment by Indian Companies.	Projector	Web Source/Text Book	3.10.25		
35	38	3	REVISION			6.10.25		
UNIT-4								
36	39	4	International Organization	WhiteBoard	Web Source/Text Book	8.10.25		
37	40	4	International Organization	WhiteBoard	Web Source/Text Book	9.10.25		
38	41	4	International Organization	WhiteBoard	Web Source/Text Book	13.10.25		
39	42 &43	4	HRM	Projector	Web Source/Text Book	24.10.25/27.10.25		
40	44 & 45	4	Export Promotion	Projector	Web Source/Text Book	29.10.25		

41	46	4	India in Global Market	Projector	Web Source/Text Book	30.10.25		
42	47	4	Corporate Governance	Projector	Web Source/Text Book	31.10.25		
43	48	4	Social Responsibility in International Business,	WhiteBoard	Web Source/Text Book	3.11.25		
44	49	4	MNCs	WhiteBoard	Web Source/Text Book	6.11.25		
45	50	4	MNCs	WhiteBoard	Web Source/Text Book	7.11.25		
46	51	4	Global organizations.	Projector	Web Source/Text Book	10.11.25		
47	52	4	Global organizations.	Projector	Web Source/Text Book	12.11.25		
48	53	4	Revision			13.11.25		
49	54	4	Revision			14.11.25		

Study Material / Books / Web-resources / Online Courses Links etc.

S. No.	Description					
1	A. Buckley Multinational Finance, Prentice-Hall of India, New Delhi.					
2	World Bank, World Development Report (latest issue)					