

SDIET, Faridabad					
Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(Digital Marketing) - 3rd Semester : 2025-					
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					
S. No.	Lecture No	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
UNIT-1					
1	1	Subject introduction, relevance in the course and desired approach to study the subject.	WhiteBoard	Web Source/Text Book	
2	2	Concept of international business;	WhiteBoard	Web Source/Text Book	
3	3	Domestic vs international business	WhiteBoard	Web Source/Text Book	
4	4&5	Globalization and its relevance,	WhiteBoard	Web Source/Text Book	
5	6	stages of Internationalization introduction	WhiteBoard	Web Source/Text Book	
6	7	stages of Internationalization,	WhiteBoard	Web Source/Text Book	
7	8	Types of International Business,	WhiteBoard	Web Source/Text Book	
8	9&10	Types of International Business,	WhiteBoard	Web Source/Text Book	
9	11	Types of International Business,	Projector	Web Source/Text Book	
10	12	Risks involved in international business.	Projector	Web Source/Text Book	
11	13	Risks involved in international business.	Projector	Web Source/Text Book	
12	14	REVISION			
UNIT-2					
13	14	Market Selection,	Projector	Web Source/Text Book	
14	15	Market Entry Strategies meaning , importance	Projector	Web Source/Text Book	
15	16	Market Entry Strategies importance , features/revision for ST 1	Projector	Web Source/Text Book	
16	17	Market coverage Strategies,	WhiteBoard	Web Source/Text Book	
17	18	Market coverage Strategies,	WhiteBoard	Web Source/Text Book	
18	19	International Business Intelligence	Projector	Web Source/Text Book	
19	20&21	Global Sourcing	Projector	Web Source/Text Book	
20	22 & 23	Countertrade	Projector	Web Source/Text Book	
21	24	Global Trade	Projector	Web Source/Text Book	
22	25	REVISION CLASS TEST unit 1& 2			
UNIT-3					
23	26	International Investments	Projector	Web Source/Text Book	

24	27	Types of Foreign Investments,	Projector	Web Source/Text Book	
25	28	Types of Foreign Investments,	WhiteBoard	Web Source/Text Book	
26	29	Theories of International Investment	WhiteBoard	Web Source/Text Book	
27	30	Theories of International Investment	WhiteBoard	Web Source/Text Book	
28	31	Theories of International Investment	Projector	Web Source/Text Book	
29	32	Trade	Projector	Web Source/Text Book	
30	33	Investment	Projector	Web Source/Text Book	
31	34	Factors Affecting International Investment	Projector	Web Source/Text Book	
32	35	Growth of Foreign Investment	Projector	Web Source/Text Book	
33	36	Foreign Investment in India	Projector	Web Source/Text Book	
34	37	Foreign Investment by Indian Companies.	Projector	Web Source/Text Book	
35	38	REVISION			
UNIT-4					
36	39	International Organization	WhiteBoard	Web Source/Text Book	
37	40	International Organization	WhiteBoard	Web Source/Text Book	
38	41	International Organization	WhiteBoard	Web Source/Text Book	
39	42 & 43	HRM	Projector	Web Source/Text Book	
40	44 & 45	Export Promotion	Projector	Web Source/Text Book	
41	46	India in Global Market	Projector	Web Source/Text Book	
42	47	Corporate Governance	Projector	Web Source/Text Book	
43	48	Social Responsibility in International Business	WhiteBoard	Web Source/Text Book	
44	49	MNCs	WhiteBoard	Web Source/Text Book	
45	50	MNCs	WhiteBoard	Web Source/Text Book	
46	51	Global organizations.	Projector	Web Source/Text Book	
47	52	Global organizations.	Projector	Web Source/Text Book	

48	53	Revision			
49	54	Revision			

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)