

| SATYUG DARSHAN INSTITUTE OF ENGINEERING & TECHNOLOGY, FARIDABAD                                                                     |                                                  |                                                                                          |                   |                                |                 |
|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|------------------------------------------------------------------------------------------|-------------------|--------------------------------|-----------------|
| Department of Management Studies                                                                                                    |                                                  |                                                                                          |                   |                                |                 |
| Lesson Plan: BBA General                                                                                                            |                                                  |                                                                                          | Semester : 4      | 2025-26                        |                 |
| (Code) :                                                                                                                            | Fundamentals of International Business BBG-202-V |                                                                                          |                   | Faculty :Ms. Chitrakashi Hooda |                 |
| 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                                       | Topic Description                                                                        | Teaching Pedagogy | Reference Material             | Remarks, if any |
| 1                                                                                                                                   | 1                                                | Subject introduction, relevance in the course and desired approach to study the subject. | PPT               |                                |                 |
| 2                                                                                                                                   | 2                                                | domestic and international business                                                      | PPT               |                                |                 |
| 3                                                                                                                                   | 3                                                | Types of international business                                                          | PPT               |                                |                 |
| 4                                                                                                                                   | 4                                                | Types of international business                                                          | PPT               |                                |                 |
| 5                                                                                                                                   | 5                                                | basic structure of international business environment                                    | PPT               |                                |                 |
| 6                                                                                                                                   | 6                                                | basic structure of international business environment                                    | PPT               |                                |                 |
| 7                                                                                                                                   | 7                                                | motives for international business                                                       | PPT               |                                |                 |
| 8                                                                                                                                   | 8                                                | barriers to international business                                                       | PPT               |                                |                 |
| 9                                                                                                                                   | 9                                                | barriers to international business                                                       | PPT               |                                |                 |
| 10                                                                                                                                  | 10                                               | risk in international business                                                           | PPT               |                                |                 |
| 11                                                                                                                                  | 11                                               | risk in international business                                                           | PPT               |                                |                 |
| 12                                                                                                                                  | 12                                               | basic techniques of risk management in international business                            | PPT               |                                |                 |
| 13                                                                                                                                  | 13                                               | case study                                                                               | PPT               |                                |                 |
| 14                                                                                                                                  | 14                                               | Revision                                                                                 | PPT               |                                |                 |
| 15                                                                                                                                  | 15                                               | class test                                                                               |                   |                                |                 |
| 16                                                                                                                                  | 16                                               | Foreign market entry modes advantages and disadvantages                                  | PPT               |                                |                 |
| 17                                                                                                                                  | 17                                               | Foreign market entry modes advantages and disadvantages                                  | PPT               |                                |                 |
| 18                                                                                                                                  | 18                                               | factors of country evaluation and selection                                              | PPT               |                                |                 |
| 19                                                                                                                                  | 19                                               | market related factors of evaluation and selection                                       | PPT               |                                |                 |
| 20                                                                                                                                  | 20                                               | decisions concerning foreign direct and portfolio investment;                            | PPT               |                                |                 |
| 21                                                                                                                                  | 21                                               | control methods in international business.                                               | PPT               |                                |                 |
| 22                                                                                                                                  | 22                                               | control methods in international business.                                               | PPT               |                                |                 |
| 23                                                                                                                                  | 23                                               | external control methods in ointernational business                                      | PPT               |                                |                 |
| 24                                                                                                                                  | 24                                               | external control methods in ointernational business                                      | PPT               |                                |                 |
| 25                                                                                                                                  | 25                                               | Revision test (PYQ)                                                                      | PPT               |                                |                 |
| 26                                                                                                                                  | 26                                               | class test                                                                               | PPT               |                                |                 |
| 27                                                                                                                                  | 27                                               | Basic foreign manufacturing decisions                                                    | PPT               |                                |                 |
| 28                                                                                                                                  | 28                                               | Basic foreign manufacturing decisions                                                    | PPT               |                                |                 |
| 29                                                                                                                                  | 29                                               | sourcing decisions                                                                       | PPT               |                                |                 |
| 30                                                                                                                                  | 30                                               | product decisions for foreign markets                                                    | PPT               |                                |                 |
| 31                                                                                                                                  | 31                                               | Branding decisions for foreign markets                                                   | PPT               |                                |                 |
| 32                                                                                                                                  | 32                                               | approaches to international pricing                                                      | PPT               |                                |                 |
| 33                                                                                                                                  | 33                                               | approaches to international pricing                                                      | PPT               |                                |                 |
| 34                                                                                                                                  | 34                                               | foreign channel                                                                          | PPT               |                                |                 |
| 35                                                                                                                                  | 35                                               | foreign channel                                                                          | PPT               |                                |                 |
| 36                                                                                                                                  | 36                                               | logistical decisions                                                                     | PPT               |                                |                 |
| 37                                                                                                                                  | 37                                               | logistical decisions                                                                     | PPT               |                                |                 |
| 38                                                                                                                                  | 38                                               | Revision                                                                                 | PPT               |                                |                 |
| 39                                                                                                                                  | 39                                               | Doubt Session                                                                            | PPT               |                                |                 |
| 40                                                                                                                                  | 40                                               | class test                                                                               |                   |                                |                 |
| 41                                                                                                                                  | 41                                               | Global trading an overview                                                               | PPT               |                                |                 |
| 42                                                                                                                                  | 42                                               | financial system – an overview                                                           | PPT               |                                |                 |
| 43                                                                                                                                  | 43                                               | Accounting differences across countries                                                  | PPT               |                                |                 |
| 44                                                                                                                                  | 44                                               | cross cultural challenges in international business                                      | PPT               |                                |                 |
| 45                                                                                                                                  | 45                                               | cross cultural challenges in international business                                      | PPT               |                                |                 |
| 46                                                                                                                                  | 46                                               | international staffing                                                                   | PPT               |                                |                 |
| 47                                                                                                                                  | 47                                               | international staffing                                                                   | PPT               |                                |                 |
| 48                                                                                                                                  | 48                                               | compensation decisions.                                                                  | PPT               |                                |                 |
| 49                                                                                                                                  | 49                                               | compensation decisions.                                                                  | PPT               |                                |                 |
| 50                                                                                                                                  | 50                                               | Revision                                                                                 | PPT               |                                |                 |
| 51                                                                                                                                  | 51                                               | Revision test                                                                            |                   |                                |                 |
| 52                                                                                                                                  | 52                                               | Ques bank discussion                                                                     | PPT               |                                |                 |
| 53                                                                                                                                  | 53                                               | class test of unit 3,4                                                                   | PPT               |                                |                 |
| 54                                                                                                                                  | 54                                               | class test of unit 1,2                                                                   | PPT               |                                |                 |
| 55                                                                                                                                  | 55                                               | Put preparation                                                                          | PPT               |                                |                 |
| 56                                                                                                                                  | 56                                               | Put preparation                                                                          | PPT               |                                |                 |
| 57                                                                                                                                  | 57                                               | Ques answer bank discussion                                                              | PPT               |                                |                 |

| Course Outcomes (COs)                                              |                                                                                             |
|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| COx                                                                |                                                                                             |
| 1                                                                  | Understand the dynamics of international business and global perspective on trading system. |
| 2                                                                  | Analyze various approaches to decisions concerning international trade and investment.      |
| 3                                                                  | Develop an understanding of risk involved and emerging issues in international business.    |
| 4                                                                  | Evaluate the essentials of entering and competing in international markets.                 |
| Study Material / Books / Web-resources / Online Courses Links etc. |                                                                                             |
| S. No.                                                             |                                                                                             |
| 1                                                                  | Hill, Charles W.L., International Business                                                  |
| 2                                                                  | Sharan V International Business                                                             |