Section	Faculty Name	Location
А	chetna	S-2
В	Anju	room no. 75

Dated	Topic Detail				
	Business environment : concept, components and				
Week 1	importance; swot analysis; agriculture in India				
	Economic trends: income, savings and investment; industry; Trade and balance of payments				
Week 2					
	Problems of growth: Unemployment, poverty; regional imbalances; social injustice; infation				
Week 3					
	parallel economy and industrial sickness: Role of govt in Indian economy; monetary and fiscal policy				
Week 4					
	Industrial policy; Industrial licencing; privatisation and devaluation				
Week 5					
	International business: major risks and challenges: International business environment -components and				
Week 6	•				
	Concept of globalisation, modes of entering				
–	international business, nature of multinational				
Week 7	enterprises and international direct investment.				
	foreign exchange; determination of exchange rate; Balance of payments				
Week 8					

	Theories of international trade - Absolute advantage theory; comparative advantage theory; factors proportions theory			
Week 9				
	Product life cycle theory of trade; govt influence on trade; rationale for government intervention			
Week 10				
	Instruments of trade control; role of WTO, IMF and world bank and world bank in international trade			
Week 11				
	Assessing international markets, designing products fo foreign markets, branding decisions			
Week 12				
	International promotion policy; international pricing; international logistics and distribution			
Week 13				
	Revision			
Week 14				