

**Guidelines for NEP UGCF Syllabus w.e.f. 2022-23**

for the paper titled

**“ Fundamentals of International Business” of B.Com**

GE 5.7 Semester V

JOINTLY ORGANISED BY

Department of Commerce, Delhi School of Economics, University of Delhi.

Janki Devi Memorial College, University of Delhi.

Date: 17<sup>th</sup> February, 2025

Time: 5 P.M.

Venue: Online Via Google Meet

**MINUTES OF THE MEETING**

An online meeting to discuss and finalise the guidelines for the paper titled “ Fundamentals of International Business”[B.Com , GE-5.7 Semester V( NEP Syllabus)] was held on 17<sup>th</sup> February, 2025, at 5pm. The meeting was jointly organised by Department of Commerce, Delhi School of Economics, University of Delhi and Janki Devi Memorial College, University of Delhi.

The meeting was convened by Prof. Chanchal Chopra, Janki Devi Memorial College. Dr. Supreet Kaur represented the Department of Commerce, University of Delhi.

The discussion focused on setting teaching guidelines, lecture distribution, and marks allocation for the course under the NEP syllabus. The following members were present at the meeting.

| S. No. | Name of the Faculty   | Department/ Affiliated College Name               |
|--------|-----------------------|---|
| 1      | Dr. Supreet Kaur      | Department of Commerce, Delhi School of Economics |
| 2      | Prof. Chanchal Chopra | Janki Devi Memorial College                       |
| 3      | Rinku Manocha         | Hindu college                                     |
| 4      | Rama Pawar            | Maitreyi College                                  |
| 5      | Dr. Vandana Goswami   | Satyawati College                                 |
| 6      | Prof. Poonam Mittal   | Dr. Bhim Rao Ambedkar College                     |
| 7      | Dr. Manika Jain       | ARSD College                                      |
| 8      | DrVanita Agarwal      | Lakshmibai college                                |
| 9      | Dr. Meghna Malhotra   | Hansraj College                                   |

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|----|----------------------|---|
| 10 | Dr M Rama Naik       | Sri Venkateswara College DU                       |
| 11 | Dr. J Sopan          | Kirori Mal College                                |
| 12 | PROF. PADMASAI ARORA | KESHAV MAHAVIDYALAYA                              |
| 13 | Dr Anjali Siwal      | Gargi College                                     |
| 14 | Dr. Vinod Kumar      | Sri Venkateswara College                          |
| 15 | Poonam Bewtra        | Janki Devi Memorial College                       |
| 16 | Dr. Anjali Bennet    | Daulat Ram College                                |
| 17 | Dr Vipra Kapoor      | Delhi College of Arts and Commerce                |
| 18 | Priyanka Yadav       | Shyam Lal College (M), University of Delhi        |
| 19 | Aakriti Chaudhry     | Gargi College                                     |
| 20 | Dr Nisha arora       | SPM   |
| 21 | Dr. Anindita Goldar  | PGDAV COLLEGE (MORNING)                           |
| 22 | Dr. Anindita Goldar  | PGDAV COLLEGE (MORNING)                           |
| 23 | Dr. Akanksha Khurana | Delhi College of Arts and Commerce                |
| 24 | Dr. Meghna Aggarwal  | Deen Dayal Upadhyaya College, University of Delhi |
| 25 | Dr.Indu              | ADITI MAHAVIDYALYA                                |
| 26 | Chitra Kheria        | Gargi College                                     |
| 27 | Dr. Manjot Kaur      | Mata Sundri College for Women                     |
| 28 | Dr Preeti Gupta      | Vivekananda College                               |
| 29 | Arushi Malhotra      | Deshbandhu College                                |
| 30 | Prof. Sumati Varma   | Aurobindo College                                 |

The meeting commenced with a welcome note by Prof. Chanchal Chopra, who extended her greetings to Dr. Supreet Kaur and all participants from various colleges of the University of Delhi. After discussion, the following guidelines were unanimously agreed upon by all present, including the representative from the Department of Commerce.

#### **Teaching Hours and Marks Allocation**

The total number of theory lectures and tutorials assigned for this paper, as per Nep Syllabus, are 3 lectures and 1 tutorial per week over a 15-week period in Semester IV. A unit-wise breakup of the 45 lectures, as outlined in the syllabus, was decided, along with the corresponding marks allocation for each unit.

### Examination -Related Guidelines

1. The paper-setting board must design the Question Paper and marking Scheme to ensure objective and consistent evaluation throughout the assessment process.
2. The Question Paper must adhere strictly to the prescribed guidelines.
3. The paper should consist of 5 questions sequentially from 1 to 5, each carrying 18 marks. Each question should offer an internal choice. No question should be given from case studies.

### Teaching -Related Guidelines

| Syllabus of the Unit   | Scope of the Unit   | Suggested Cases/ Activities/ Exercises  |
|--|---|---|
| Unit 1:<br>Introduction to International Business : (7 hours)<br>(i)Globalization - concept, significance and impact on international business;<br>ii)international business contrasted with domestic business; complexities of international business;<br>iii)internationalization stages and orientations;<br>(iv) modes of entry into international businesses. | i) Concept of Globalization, Types of Globalization, Drivers of Globalization,<br>ii) Impact of Globalization<br>iii) Complexities of International Business<br>(iv) Internalization stages and orientations. (v) Modes of entry into international business. | (i) Case of Apple's Global Production System.<br>(ii)Demonstrate through case studies the suitability of each mode of entry in international business.  |
| Unit 2:<br>International Business Environment (11 hours):<br>(i) Role of political and legal systems in international business;<br>(ii)cultural environment of international business<br>(iii)implications of economic environment for international business.   | (i) Role of Political Systems and Legal Systems<br>(ii) Importance of culture<br>(iii) Economic Systems and Concept of Economic Development, Economic Indicators<br>(iv) Managerial Business Decisions.   | (i) Growth Story of Kenya<br>(ii) Conduct a comparative analysis of countries which are different in terms of political/legal/economic/cultural environment to understand the impact of these dimensions on international business. |
| Unit 3: International Trade and BOP (9 hours)<br>(i)Theories of international trade – Theory of Absolute Advantage theory, Theory of Comparative Advantage, Factory Proportions theory and Leontief paradox, Product Life Cycle theory, Theory of National Competitive Advantage;<br>(ii) Instruments of trade control.  | (i) Theories of Trade as mentioned in the syllabus<br>(ii) Tariff and Non Tariff Barriers and role of government  | (i) Trade environment of Ghana and South Korea<br>(ii)Analyse data on trade of select countries to examine if trade patterns conform to different trade theories.   |

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|---|---|---|
| <p>Unit 4: Regional Economic Integration and International Economic Organisations (9 hours)</p> <p>(i) Forms of regional economic integration;</p> <p>(ii) Integration efforts amongst countries in Europe, North America and Asia: EU, USMCA, SAARC and ASEAN;</p> <p>(iii) Cost and benefits of regional economic integration.</p> <p>(iv) International Economic Organisations: WTO- functions, structure and scope; World Bank and IMF.</p> | <p>(i) Levels of Regional Economic Integration. (ii) Integration in Europe, North America and Asia: EU (Implications of BREXIT), USMCA ( Success and Failure of NAAFTA), SAARC ( Objectives and Evaluation) and ASEAN ( Objectives and Evaluation);</p> <p>(iii) Cost and benefits of regional economic integration.</p> <p>(iv) International Economic Organisations: WTO- functions, structure and scope; World Bank ( Objectives and Functions )and IMF( Objectives and Functions)</p> | <p>(i) Implications of Brexit</p> <p>(ii) Conduct an in-depth study of a regional economic arrangement and evaluate its costs and benefits by applying the theoretical knowledge gained during the course</p> |
| <p>Unit 5: International finance and contemporary issues in IB (9 hours)</p> <p>(i) Types of FDI - Greenfield investment, Mergers &amp; Acquisition, strategic alliances; benefits and drawbacks of FDI.</p> <p>(ii) Overview of exchange rate systems.</p> <p>(iii) Contemporary issues in international business: Outsourcing and its potential for India; international business and sustainable development.</p>                            | <p>(i) Types of FDI, Benefits and Drawbacks of FDI</p> <p>(ii) Factors affecting Exchange Rates and Exchange Rate Systems</p> <p>(iii) Costs and Benefits of Outsourcing</p> <p>(iv) Meaning of Sustainable Development and Importance of SDGs</p>  | <p>(i) Starbuck's Foreign Direct Investment</p> <p>(ii) Make presentations on developments in contemporary issues affecting international business such as sustainable development.</p>                       |

#### Internal Assessment and Continuous Assessment Related Guidelines

- (i) Internal Assessment- 30 Marks ( As per University Guidelines)
  - a) 12 Marks for Class Test
  - b) 12 Marks for Assignment
  - c) 6 Marks for Attendance
- (ii) Continuous Assessment- 40 Marks ( As per University Guidelines)
  - a) 35 Marks for Continuous Assessment
  - b) 5 Marks for Attendance

The faculty members actively participated in the discussions and expressed their appreciation for the initiative taken by Prof. Ajay Singh, head and Dean, Department of Commerce, Delhi School of Economics, University of Delhi. A heartfelt gratitude was also conveyed to Dr. Supreet Kaur, Department of Commerce, Delhi School of Economics, for her valuable contributions and unwavering support throughout the deliberations.



Prof. Chanchal Chopra



Dr. Supreet Kaur

Convenor

Janki Devi Memorial College

Representative

Department of Commerce, Delhi School of Economics