

ST. JOSEPH'S COLLEGE, HASSAN

(Affiliated to the University of Mysore)

LESSON PLAN 2018-2019

VI SEM BBA

INTERNATIONAL BUSINESS (2 Hrs per Week)

Prepared by: Ms. Prathima Prabhu

Objectives of the Subject: *To familiarise the student with International business techniques and practices.*

MODULE WISE LESSON PLAN

| UNIT/ SESSION/ HOURS (TIME REQUIRED) | TOPICS FOR STUDENT PREPARATION (INPUT) | PROCEDURE (PROCESS) | LEARNING OUTCOME (OUTPUT) | ASSESSMENT |
|--|---|--------------------------------|---|--|
| MODULE 1: International Business Environment 12 Hr. | International Business orientation: Ethnocentric, Polycentric, Region centric and Geocentric. Globalisation and Liberalisation. Liberalization in India. The new Economic policy of 1991. | Lecture & Discussion | To understand the basics of international business environment. | Concept based illustrations, Descriptive Test, MCQ |
| | 1 st CIA | | | |
| MODULE 2: WTO 08 Hr. | | Lecture & Discussion | To understand the importance of WTO. | Concept based illustrations, Descriptive Test, MCQ |

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| MODULE 3: Foreign Direct Investment in India 05 Hrs. | | Lecture & Discussion | To explain the various approaches related to FDI | Concept based illustrations, Descriptive Test, MCQ |
| | 2rd CIA | | | |
| Revision 3 Hrs. | Revision from 1 st module to 5 th module. Revision of question papers. | Lecture & Discussion | To provide the knowledge about the pattern of exam. | |

Books for reference:

1. **International Marketing: C.A.Frnacis**
2. **Business Environment: C.A. Francis**
3. **International Business: P.Subba Rao**

HOUR WISE LESSON PLAN

V SEM BBA

MARKETING MANAGEMENT I (MARKETING STRATEGIES)

Lecture Hours: 28 Hrs.

| <i>Sl. No.</i> | <i>Unit & Objectives</i> | <i>No. of LH</i> | <i>Methodology/ Instructional Techniques</i> | <i>Evaluation</i> |
|------------------|---|----------------------|--|--|
| Module 1. | International Business Environment | 12 | | Question & Answer Tests |
| 1. | International Business orientation | 2 | Lecture and Illustrations. | |
| 2. | Ethnocentric, Polycentric, Region centric and Geocentric | 4 | Lecture and Illustrations. | |
| 3. | Globalisation | 2 | Lecture and Illustrations. | |
| 4. | Liberalisation . Liberalization in India | 3 | Lecture and Illustrations. | |

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| 5. | The new Economic policy of 1991. | 1 | Lecture and Illustrations. | |
| | 1 st CIA | | | |
| Module 2. | World Trade Organisation | 08 | | Question & Answer Tests |
| 1. | Origin, membership, structure., | 2 | Lecture and Illustrations. | |
| 2. | Role of WTO | 2 | Lecture and Illustrations. | |
| 4. | Dispute settlement machinery | 2 | Lecture and Illustrations. | |
| 5. | TRIPS and TRIMS, GATTs. | 2 | Lecture and Illustrations. | |
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| Module 3. | Foreign Direct Investment in India | 5 | | Question & Answer Tests |
| 1. | FDI in India | 2 | Lecture and Illustrations. | |
| 2. | Trends, Govt. policy towards FDI | 3 | Lecture and Illustrations. | |
| | Revision | 3 | | |