

Read To Lead

International Business Management

As Per RTM Nagpur University Syllabus
MBA
4th
Semester



Dr. Nirzar Kulkarni
Dr. Archana Dadhe



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INTERNATIONAL BUSINESS MANAGEMENT

MBA, FOURTH SEMESTER

According to the new syllabus of 'Rashtrasant Tukadoji Maharaj Nagpur University'

Dr. Nirzar Kulkarni

B.E. (Mech.), MBA, SET, MCM, Ph.D
Professor & Dean (Admin),

Dr. Ambedkar Institute of Management Studies & Research, Deekshaboomi Nagpur

Dr. Archana Dadhe

MBA, PGDIMM, PGDIM, DIM, Ph.D
Assistant Professor,

G.S. College of Commerce & Economics, Nagpur

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Syllabus

4T3 – INTERNATIONAL BUSINESS MANAGEMENT

Unit I: Introduction to International Trade – Concepts in International Trade , Need & Importance of International Trade, Trading Blocs and their Classification (Case Studies of EU, NAFTA and SAPTA) Trade Agreements, Trade Barriers : various Tariff and Non Tariff Barriers.

Unit II: Foreign Trade of India –Flow and Trends of FDI, EXIM Policy, Govt. Institutes Supporting Foreign Trade : DGFT, EXIM Bank, ECGC, Export Promotion Councils, EPZ, EOU & SEZ.

Unit III: Exchange Rate Management – Balance of Trade, Balance of Payments, Types of exchange rate management, Exchange Rate Theory (Purchasing Power Parity theory), Working of Foreign Exchange Markets, Determination of Rate of Exchange, Role of RBI in foreign exchange management, Introduction to FEMA.

Unit IV: International Business Environment and Organizations – Factors Affecting Environment – Political, Economic, Socio- Cultural, Technological, Environmental, Legal Factors & International Liquidity. International Economic Organizations: World Bank, International Monetary Fund, International Finance Corporation, Asian Development bank, UNCTAD and WTO

About the Book

This book of “**International Business Management**” provides a background of international business and detailed knowledge of foreign trade of India. It gives a detailed picture of foreign exchange market and exchange rate. Every attempt has been made to give this book a convenient look. Exercises, solved papers and examples are included to facilitate proper understanding of the subject. This book is valuable for students, teachers and others interested in learning the fundamental aspects of the subject.

About the Author



Dr. Nirzar Kulkarni is **Ph.D** in Business Management from RTM Nagpur university. He has **21 years** of extensive experience in academics & 2 years in industry. He is currently working as **Professor & Dean (Admin)** at **Dr. Ambedkar Institute of Management Studies & Research, Deekshaboomi**, NAAC Accredited “A” Grade Institute. He is specialised in subjects like International Business, Strategic Management, Operations Management, Financial Services Management, Quantitative Technique & Operations Research, Supply Chain Management. He has several Research Publications to his credit & 14 Researchers have completed their Ph.D under his supervision.



Dr. Archana Dadhe is an **Assistant Professor** and **Academician**, **MBA department G.S.College of Commerce & Economics, Nagpur**. She has done **Ph.D, M.A, Post Graduate Diploma in Management, Post Graduate Diploma in Marketing Management & Diploma in management**. She having **17 years** of experience in the field of Academics. She has worked as a promoter Director in the capacity of Franchisee of NIIT Ltd. She has presented & published 25 Research Papers in various National & International Journals & Conferences. Research Papers are available on Google Scholar, EBSCO USA, International ISSN directory Paris, Social Science Research center Berlin, Ulrich's Periodical Directory, Quest USA, Cabell's Directories of publishing opportunities, USA, The American Economic Association's electronic bibliography, EconLit, USA, Index Copernicus publishers panel, Poland & J Gate. She has authored 6 books on management at National & International level. She writes regularly for the newspapers. She has been invited for the career mantra malika “Yuvawani” on Radio.

RTM Nagpur University MBA 4th Semester

Subject Name	Author Name
Business Ethics and Corporate Governance	Laxmi Mahantare, Anurag Awadhiya
Entrepreneurship Development	Kartik B. Uttarwar, Bharat Adulkar
International Business Management	Dr. Nirzar Kulkarni, Dr. Archana Dadhe
Consumer Buying Behaviour	Dr. Sushil S. Gadekar, Dr. Mukesh Patil
Investment Environment & Wealth Management	Dr. Prashant Krushnaji Kshirsagar, Dr. Ayyub Ahemad Quraishi
Industrial Relations and Labour Law	Dr. Dileep Singh, Amol R. Mashankar

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