



INTERNATIONAL BUSINESS

PROF. J.K.NAYAK

Department of Management Studies

IIT Roorkee

INTENDED AUDIENCE : MBA/M.Com / B.Com honour's, UGC-NET/JRF aspirants

INDUSTRIES APPLICABLE TO : EXIM Companies, Banks, PSU's, PSC

COURSE OUTLINE :

The purpose of this course is to acquaint the students with nature, scope, structure and operations of international business and familiarise them with trends and developments in India's foreign trade and investments and policy framework.

ABOUT INSTRUCTOR :

Prof. J.K.Nayak is a faculty in the Department of Management Studies at IIT Roorkee. He is a Civil engineer, MBA and PhD from VGSOM, IIT Kharagpur. Currently he teaches Marketing Research, International Business and Industrial Marketing at Department of Management Studies, IIT Roorkee. He has completed 9 short term courses on Data analysis and a QIP on the same in the last 6 years itself. His first NPTEL Video course on marketing research and analysis that has been quite popular and thus being rerun for the second time. He has delivered extensive lectures at places like IIM Sirmaur and Symbiosis, Pune. Apart from these Dr. Nayak has published almost 30 international publications in journals with reputed publishers such as Elsevier, Emerald, Sage, Wiley, Taylor Francis, Springer etc. Recently he has published a book with Cengage publications on Retail management. He is a reviewer for various international journals such as Journal of retailing and Consumer Services and Tourism Management Perspectives etc. He is also a member of bodies such as Ministry of Home affairs, India and on the board of private limited companies such as SRKAY consulting. He has been involved in the startup-MOODCAFE as a mentor at IIM -Ahmedabad.

COURSE PLAN :

Week 1: Introduction to International Business and EPRG & LPG framework

Week 2: Theoretical Foundations of International Trade

Week 3: Instruments of Commercial Policy

Week 4: International Business Environment

Week 5: Balance of Payment Account and Theories of exchange rate

Week 6: International Financial Environment

Week 7: Foreign Trade Promotion Measures and Organizations in India

Week 8: International Economic Institutions and Agreements

Week 9: Regional Economic Cooperation, European Union (EU), ASEAN, SAARC, NAFTA

Week 10: Foreign Direct Investment and EXIM Policies

Week 11: Multinationals (MNCs) in International Business

Week 12: Contemporary Developments and Issues in International Business