



ALAGAPPA UNIVERSITY
(A State University, Accredited with 'A+' Grade by 'NAAC'(CGPA:3.64)
in the Third Cycle, Graded as Category – I and
Granted Autonomy by MHRD-UGC)



DEPARTMENT OF INTERNATIONAL BUSINESS

Ph. D Programme- Pre – Registration Qualifying Entrance Examination Syllabus

Unit 1: Globalization of World Economies and Trend: Concept, Causes, Issues and Concerns of globalization- -Global Trade: Trend and Patterns - Gains from Global Trade Terms of Sale (INCOTERMS) – Financing Arrangements – Means of Payments – Credit Insurance – Shipping and Insurance Issues – Support Services and trade facilitation – Customs Unions – International Trade Commission – Regional Economic Integration (SAARC, ASEAN, EC, SAFTA, NAFTA) – International Economic Institutions (IMF, World Bank, IFC, IDA, ADB) - Emergence of Artificial Intelligence Market

Unit 2: MNCs: Growth - Types - Problems - Strategic Management of MNCs, Business Process Outsourcing – Human Resource in International Business – Global Competitive Analysis (SWOT) - Issues in International Licensing and Franchising ,Marketing in transitional economies and less developed countries , FII and their roles in Indian Capital Market- Market Entry Strategies of MNCs - Foreign Direct Investment by MNCs - Handling Risks at different stages of project execution-- Project Vs Parent Cash Flows - IRR and NPV models - Adjusted present value –CAPM and International CAPM- Indian MNCs in global setting.

Unit 3: International Economics / Foreign Exchange: Bretton Wood system and Managed Floating - Current and Capital Account – Purchasing Power Parity – Optimum Currency Area (OCA) – International Liquidity -- Gross Domestic Product (GDP) - Business Cycles – Economic Growth – Inflation – Monetary and Fiscal Policy – Economies of Scale - Ricardo and Comparative Advantage - Factor Price Equalization and Trade – Standard Trade Models and Country Welfare – Market Imperfections and Trade – International Factor Movements (Labor Mobility and Capital Flow) – Political Economy of Trade.

Unit 4: **Export and Imports related Provisions of Allied Acts:** Foreign Trade (Development and Regulation) Act, 1992 – - The Central Excise Act, 1944: Export Related Provisions –Bond – Rebate- Tax Credits- Services Tax- Provisions related to Exports- Concessions and Exemptions - Foreign Exchange Management Act, 1999 – The GST Act, 2017 Provisions related to Forex Transactions through Authorized Dealers related to Exports and Imports. On-line filing of electronic shipping bills or bills of entry and Indian Customs and Central Excise Electronic Commerce/Electronic Data interchange Gateway (ICEGATE)- Indian Customs Electronic Data Interchange Systems (ICES): Role and functions- Customs and Freight Forwarding Expert (iCAFFE) software support.

Unit 5: **Payment Documents:** Letter of Credit (LoC or LC) for Import Goods- Inland LC for local procurement- Export LC- Bank Documents for LC Application/ Processing- Form A1-Letter of Acceptance- **Types of Letters of Credit:** Revocable, Irrevocable, Sight bill, Usance/Time Draft, Confirmed L/C, Back to Back Letter of Credit, Transferable documentary credit, Standby L/C, Import Letter of Credit, Export Letter of Credit; **Bank Guarantee Documents:** Confirmed Guarantee, Tender bond, Performance bonds, Advance Payment Guarantees, Payment guarantees, Loan Repayment Guarantees, B/L Letter of Indemnity.

(or)

Unit 5: Research Methodology