**Post Graduate Department of Commerce**

**E-Content**

**Teacher’s Name:** Dr. Japneet Kaur

**Subject:** International Business

**Class:** BBA 5th Semester

1. International Business Environment

Link to lecture:

<https://drive.google.com/file/d/1_wIEYQek1Z67q2Y2XKBmPE46s9pdKxCp/view?usp=sharing>

1. Theories of International Trade

Link to lecture:

<https://docs.google.com/presentation/d/1w3OGzKDsILHvsFeGL5wAW5dOLuHZmmWv/edit?usp=sharing&ouid=104294779521773504340&rtpof=true&sd=true>

1. Trade Barriers

Link to lecture:

<https://docs.google.com/presentation/d/1XFZng0-V9CZ7O9IXioXzcj08-mvaoV8V/edit?usp=sharing&ouid=104294779521773504340&rtpof=true&sd=true>

Self-Assessment Questions:

<https://docs.google.com/document/d/1iA2oVnExhjitrnRXc48ihhDZMPgFsDXJ/edit?usp=sharing&ouid=104294779521773504340&rtpof=true&sd=true>

Additional Readings:

1. [Cavusgil](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=S.+Tamer+Cavusgil&search-alias=stripbooks), T.S.,  [Knight](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=Gary+Knight&search-alias=stripbooks), G. &  [Riesenberger](https://www.amazon.in/s/ref%3Ddp_byline_sr_book_3?ie=UTF8&field-author=John+Riesenberger&search-alias=stripbooks), J.  (2010). International Business: The New Realities. Pearson.

# Hill, C.W. & Arun, K. (2017). International Business:Competing in the Global Marketplace. Mc Graw Hill.

# Daniels, Radebaugh and Sullivan. (2004). International Business: Environments and Operations. Pearson.