

## NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:International Business

Subject Co-ordinator - Dr. Jogendra Kumar Nayak

Co-ordinating Institute - IIT - Roorkee

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

Lecture 1 - Introduction to International Business  
Lecture 2 - Importance, Nature and Scope  
Lecture 3 - Modes of Entry - I  
Lecture 4 - Modes of Entry - II  
Lecture 5 - Challenges and Approaches, EPRG Framework  
Lecture 6 - New Economic Policy, LPG Framework  
Lecture 7 - Patterns of International Trade, Trade Theories, Export-Import  
Lecture 8 - International Trade Theories - I  
Lecture 9 - International Trade Theories - II  
Lecture 10 - Leontieff's Paradox, PLC Theory, National Competitive Advantage and Factor Mobility Theory  
Lecture 11 - Trade and Factor Mobility, Bangladesh Textile Case  
Lecture 12 - Multiplier Effect, Types and its Characteristics  
Lecture 13 - Multiplier Effect with Numericals  
Lecture 14 - Commercial/Trade Policy, Business Cycle, Tariff Barriers, Subsidies  
Lecture 15 - Non-Tariff Barriers, India's Foreign Trade Policy, Make in India, Trade Protectionism  
Lecture 16 - International Business Environment, PESTEL Analysis, Culture and Business  
Lecture 17 - Language, Religion, Behavioural Practices, Communication  
Lecture 18 - Political Environment, Beliefs, Types of Democracy  
Lecture 19 - Political Systems, Beliefs, Risks  
Lecture 20 - Legal Environment, Legal Protection, Legal Systems, IPR  
Lecture 21 - Economic Factors, Economic Environment  
Lecture 22 - Components of an Economy, Inflation, Unemployment, Debt  
Lecture 23 - Income Distribution, Poverty, Productivity  
Lecture 24 - BOP, Components, Economic Freedom, Economic Transitions  
Lecture 25 - Technology and Its Impact, IT, Technology Transfer  
Lecture 26 - Hofstede's Cultural Dimensions  
Lecture 27 - BOP, Balance of Trade  
Lecture 28 - BOP, Capital Account, Financial Account, Numericals, Reserve Account, SDR  
Lecture 29 - Foreign Exchange, Foreign Exchange Market, Features, Participants

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- Lecture 30 - Functions of Foreign Exchange Market, Interest Rate, Relative Inflation Rate
- Lecture 31 - Factors Affecting Exchange Rate, Current Account Deficit, Government Debt, Exchange Rate
- Lecture 32 - Exchange Rate Systems, Currency Convertibility, Types
- Lecture 33 - Currency Convertibility, Theories of Exchange Rate, Purchasing Power Parity
- Lecture 34 - PPP Theory, Interest Rate Parity Theory, Fischer Effect, Numericals
- Lecture 35 - Foreign Exchange Exposure, Type Of Exposure
- Lecture 36 - Exposure Management Theory, Hedging, FERA and FEMA, RBI and its Power
- Lecture 37 - Financial Market, Importance and its Function, Financial Intermediaries, Money Market
- Lecture 38 - International Money Market, Euro Credit, Capital Market, Features, Component, ADR and GDR
- Lecture 39 - Trade Promotion, Foreign Trade Regulations in India, Exporting, Stages, Difficulties
- Lecture 40 - Export-Import Plan, Foreign Trade Promotion Measures, Schemes, Trade Regulations
- Lecture 41 - Trade Promotions, Institution Involved in Export Finance, Foreign Trade Organisations
- Lecture 42 - Foreign Trade Organizations, PNB Scam
- Lecture 43 - Bretton Woods Agreement, IMF, Its Role and Function
- Lecture 44 - World Bank
- Lecture 45 - WTO, GATT, Origin and Functions, MFN Principles, Agreements
- Lecture 46 - Uruguay Round Agreement on Agriculture, GATS
- Lecture 47 - TRIMS, TRIPS, Patents, Copyrights
- Lecture 48 - Multifiber Agreement, Agreement on Textiles and Clothing, UNCTAD, GSP, GSTP
- Lecture 49 - Regional Economic Integration
- Lecture 50 - Regionalism, Multilateralism, NAFTA, EU, EURO
- Lecture 51 - International Marketing, Segmentation, Positioning
- Lecture 52 - Product Strategies, Product Adaptations, Pricing, Communication, Logistics
- Lecture 53 - Global Firms Success Strategies
- Lecture 54 - Marketing Orientations, Market Research
- Lecture 55 - Estimating Market Demand, Pitfalls in Research
- Lecture 56 - Survey Methods For International Research
- Lecture 57 - Supply Chain Management, Global Production and Distribution, Manufacturing Strategy
- Lecture 58 - Global Sourcing, Distribution System, Role Of Interest
- Lecture 59 - International HRM
- Lecture 60 - Recruitment and Training in International HRM