

INTERNATIONAL BUSINESS

Unit – I

Introduction - Introduction To IB, Domestic Business Vs International Business, Meaning And Scope Of International Business, Major Participants In International Business

Why To Study IB ?

Importance Of IB.

Understanding The International Business Environment

Unit – II

Cultural Environment - A Definition Of Culture, Language Coma Religion, Education Family, Values And Attitudes, Work And Leisure, Reference Groups Adapting To Cultural Differences. An Analysis Of Oriental Culture Environment And Western Cultural Environment.

Unit – III

Economic & Political Environment - Political Systems And Economic Policies, Globalisation And Economic Reforms. Host Country Political Forces, Host- Government Actions. Home Country Political Forces.

Macro Economic Environment

Micro Economic Environment

Regional economic cooperation like; NAFTA, EU, SAARC etc.

Unit- IV

Legal Environment - Legal Systems, Laws Relating To Bribery And Corrupt Practices, Competition, Product Liability, Bankruptcy Or Intellectual Property Rights, Regulatory Trends Affecting I.B., World Trade Organisation (A Detailed Study)

Financial Environment - International Monetary System in Perspective Foreign Exchange Market-Working And Practical Problems, Transfer Pricing.

Unit – V

International Business- Organization, Organizing - The Key To Strategy Implementation, Types Of International Organisations. New Trends In Global Organisations, Conflict Between Headquarters And Subsidiaries.

International HRM Strategy

International Marketing Strategy

International Production Strategy

Doing Business In Japan, Middle, East Europe

Books Recommended :

1. Agarwal Raj-International Trade (Excel, 1st Ed.)
2. Kumar R. And Goel, International Business (U DH Publications, Edition 2013)
3. Cherunilam F.- International Trade And Export Management (Himalaya, 2007)
4. Hill C. W.-International Business (TMH 5th Ed.)
5. Daniels- International Business Pearson (1st Edition)
6. Jaiswal- International Business (Himalaya Publication)
7. Varshney R.L., Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed)
8. Albaum Duerr- International Marketing and Export Management (Pearson, 7th Ed)