

Course Title: International Business Environment
Course Code: 15MB52C3

SEM II/Year I

L-T-P : 3-0-0

Credits : 3

COURSE OUTCOMES

After completing this course the student will be able to

1. Analyze international factors that affect business decisions.
2. Practice regional economic integration and political integration.
3. Analyse issues involved in managing International finance and HR.
4. Evaluate Cognitive knowledge of global issues, to internationalise business.

SYLLABUS

An overview of Globalisation, International business environment factors: The Economic political, legal environment and cultural environment; International Trade: Theories and institutions, Govt. influence on trade & investment. Regional blocks, Cross national co-operation agreements- Tariff & Non-tariff barriers, EU, IMF, World Bank, WTO, FTZ, Multi-lateral settlements, Consortium approaches, Non Triad Nations. International Finance: Balance of payments accounts & FOREX management, Stock markets, FDI, Recent world trade and foreign investment trends, Asset protection, International business negotiations & diplomacy. Country evaluation and selection: Modes of entry – Licensing, Joint ventures, Mergers & Acquisitions and Export management; International production; Internationalization of service firms; Strategic Management of MNCs. External relations, Recession strategies, Future Challenges of International Business.

RECOMMENDED TEXT BOOK

1. Charles W Hill, International Business, 2012, McGraw-Hill, New Delhi.

REFERENCE BOOKS

1. Justin & Paul, International Business, 2005 Prentice Hall, New Delhi
2. Francis Cherunilam, International Business, Fourth edition 2014, Prentice-Hall of India private ltd, New Delhi.
3. John D Daniel et.al., International Business- Environments & Operations, 14th ed. Pearson Education,
4. P Subbarao, International Business, 2006, Himalaya Publications, New Delhi