

18PTMBA403
INTERNATIONAL BUSINESS

Course Objective :

To gain adequate knowledge about the different aspects of the international business environment and global investment arena.

Module-I : International Business Environment.

International Business –Definition –features, Internationalizing business - Advantages – Limitations, difference between domestic and international business, factors causing globalization of business - international business environment – country attractiveness – Political, economic and cultural environment – protection Vs liberalization of global business environment. Promotion of global business – different forms of international business – advantages and disadvantages. Ethical issues in international business – Ethical decision-making, role of GATT / WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements. Prospects and challenges of International trade.

Module-II : International Trade And Investment

Challenges for global business – global trade and investment – theories of international trade (Classical and Modern Theory). Theory of International Investment (FDI & FII) – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages. Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – **instruments of trade policy:** Concept, Tariffs, Import Quotas, Types of Quotas, Export Subsidies, Voluntary Export Restraints, Administrative Policies.

Module III : International Strategic Management

Organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system. Global production –Location – scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development , pricing, production and channel management- Investment decisions – economic-Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers- Training and development – compensation.

NB: FACULTY CONCERNED SHALL ARRANGE TO MAKE CASE STUDIES FROM EACH MODULE.

Reference Books:

1. International Business, Jaiswal, HPH
2. International Business ,Rakesh Mohan Joshi, Oxford University Press
3. International Business, Vyuptakesh Sharan, Pearson