

## **MS-208 : INTERNATIONAL BUSINESS ENVIRONMENT AND MANAGEMENT**

### **Objectives**

The primary Objectives of this course is to acquaint the students to emerging global trends in business environment.

### **Course Contents**

- I. International Business: An overview - Types of International Business; The External Environment; The Economic and Political Environment, The Human Cultural Environment; Influence on Trade and Investment Patterns; Recent World Trade and Foreign Investment Trends; Theories and Institutions.
- II. Trade and Investment - Government Influence on Trade Investment; Determination of Trading Partner's Independence, Interdependence and Dependence; World Financial Environment; Cross-national Cooperation and Agreements; Tariff and Non-Tariff Barriers, WTO, Regional Blocks; International production; Internationalization of Service Firms .
- III. World Financial Environment: Foreign Exchange Market Mechanism; Determinants of Exchange Rates; Euro-currency Market; Global Strategic Management: International Marketing. Operation Management in International Firms.
- IV. An Overview of Licensing; Joint Ventures Technology and Global Competition; Globalization and Human Resource Development; Globalization with Social Responsibility; Balance of Payments Accounts and Macroeconomic Management.
- V. World Economic Growth and the Environment; *Country Evaluation and Selection; International Business Diplomacy*: Negotiating an International Business, Issues in Asset Protection; Multilateral Settlements; Consortium Approaches; External Relations Approach (Elementary Idea Only).

### **Suggested Readings**

1. Alworth, Julian S. *The Finance, Investment and Taxation Decisions of Multinationals*. London, Basil Blackwell, 1988.
2. Bhalla, V K and S. Shivaramu. *International Business Environment and Business*. New Delhi, Anmol, 1995.
3. Bhalla, V K. *International Economy: Liberalisation Process*. New Delhi, Anmol, 1993.
4. Daniel, John D and Radebangh, Lee H *International Business*. 5th ed., New York, Addison Wesley, 1989.
5. Eiteman, D K and Stopnehill, Al. *Multinational Business Finance*. New York, Addison Wesley, 1986.
6. Johnston, R B. *The Economics of the Euromarket: History, Theory and Practice*. New York, Macmillan, 1983.
7. Parks, Yoon and Zwick, Jack. *International Banking in Theory and Practice*. New York, Addison-Wesley, 1985.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.