

LEVEL OF KNOWLEDGE: Expert knowledge is required to understand environment of International Business and its impact on India's Foreign Trade.

DETAILED SYLLABUS :

Unit - 1

Theories of international trade.

Balance of payments.

Instruments of trade policy.

Unit - 2

Globalization an overview process and forces.

International investment, Foreign Direct Investment.

Transactional corporations, Multinational Corporations.

Technology transfer.

Unit - 3

World trading system & institutions.

World trade and India.

Multilateral trading system.

Regional economic groupings.

International commodity agreements.

Multilateral financial institutions.

Unit - 4

World multicultural environment.

Business communication.

Multicultural management.

Global Hex model.

International business negotiations, diplomacy & etiquettes

Unit - 5

Contemporary developments and issues.

International Business environment - economic, political, legal, social & cultural.

International trade in services.

International business ethics.

Global e-business.

REFERENCES :

International Business Environment and Operations: Daniels,

John D. and Radebaugh, Lee H.

International Marketing : Cateora, Philip and Hess.

International Marketing : Kirpalani V. H.

International Business Environment : Blake and Sundaram