

Course Code DEMGN578

Course Title INTERNATIONAL BUSINESS ENVIRONMENT

Unit 1 Overview of international business environment: Introduction to international business, types of international business, globalization and international Business;

Unit 2 Components of international Business environment: social environment, political and legal environment, economic environment, technological environment

Unit 3 The external environment and challenges: assessing risk in international business, Recent world trade and foreign Investment trends, environment Influence on Trade and investment patterns

Unit 4 International Trade theories: theory of absolute advantage, theory of comparative advantage, factor proportion theory, the diamond model of national competitive advantage, factor mobility theory

Unit 5 Protectionism and trading environment: Globalization trends and challenges; environment for foreign trade and investment, governmental influence on trade and investments; tariff and non-tariff barriers

Unit 6 Economic Integration and Co-operation: cross national cooperation and agreements, Role of international organizations: WTO, IMF, Regional Economic Integrations

Unit 7 International financial markets: foreign exchange market mechanism, exchange rate arrangement, determinants of exchange Rates, exchange rate movements and their impact

Unit 8 Global Debt and Equity Markets: Euro Currency market, offshore financial centres, International Banks, Non-Banking Financial service firms; stock markets

Unit 9 Global Competitiveness: Export Management, Technology and global Competition, world economic growth and the environment

Unit 10 Internationalization strategies: Theories of internationalization, Modes of operations in International Business, export and import strategy

Unit 11 Forms and Ownership of Foreign Production: Types of collaborative arrangements; Licensing, joint ventures & consortium approaches, Managing International Collaborations

Unit 12 International business diplomacy: Negotiating an International business, issues in asset protection, Multilateral sentiments

Unit 13 Country evaluation and selection: Opportunity and risk matrix, analysis of Macro and micro indicators, country comparison tools

Unit 14 Globalization and society: globalization with social responsibility, Ethical Dimensions of Labor Conditions, Ethics and the Environment, legislation for anti-competitive and unfair trade practices