

BA4T1- International Business

- Unit 1- International Business:** Nature- importance and scope- Framework for analyzing international business environment – Geographical, Economic, Socio-cultural, political and legal environment; Theories of International business - International Business Methods.
- Unit 2- International Economic Environment:** World economic and trading situation; International economic institutions and agreements – WTO, UNCTAD, IMF, World Bank; Generalized system of preferences- GSTP; International commodity agreements.
- Unit 3- Multinational Corporations and their involvement in International Business:** Conceptual framework of MNCs; MNCs and host and home country relations; Technology transfers – importance and types- pricing and regulations; International collaborative arrangements and strategic alliances.
- Unit 4- Foreign Investment:** Capital flows – types and theories of foreign investment; foreign investment flows and barriers.
- Unit 5- Emerging Developments and Other Issues:** Growing concern for ecology; Counter trade; IT and international business.

Relevant cases have to be discussed in each unit.

Text Books:

1. Aswathappa, "International Business", Tata Mc Graw Hill publications, New Delhi
2. Black and Sundaram, "International Business Environment", Prentice Hall of India, New Delhi.

Reference Books

1. Adhikary, Manab, "Global Business Management", Macmillan, New Delhi.
2. Alan C Shapiro, "Multinational Financial Management", Wiley India, New Delhi, 2010
3. Bhattacharya.B, "Going International Response Strategies for Indian Sector", Wheeler Publishing Co, New Delhi.
4. Gosh, Biswanath, "Economic Environment of Business", South Asia Book, New Delhi.