

**Course Name: International Business****Course Code-MS 111****Course Credits: 6**

**Course Objective:** The objective is to impart knowledge and skill of analysis of operational processes of business between two or more nations.

**Block I International Business: An Overview****Unit I International Business: Introduction, Evolution and Drivers****Unit II International Business- Modes, Entry, Approaches and Types**

Modes and entry strategies of International Business, Types of International Business, International Business Approaches

**Unit III Role of International Institutions in IB**

Role of International Institutions like GATT, WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD, In International Business

**Unit IV Balance of Payments****Unit V Multinational Corporations**

Multinational corporations – Organisation, design and structures – headquarters and subsidiary relations in multinational corporations.

**Block II- International Trade and Environment****Unit VI Theories of International Trade**

Theories of International Trade and recent trends in international trade, Multi- National Corporations and the Trade

**Unit VII Instruments of International Trade Policy**

Instruments of International trade policy – tariffs, subsidies, local content requirements, administrative policies, anti-dumping policies – political and economic arguments for intervention

**Unit VIII Development of the World Trading System**

Development of the world trading system – GATT – the Uruguay round of negotiations. WTO - genesis and functions– the future of WTO

**Unit IX International Business Environment**

Political, Legal, Economic and Ethical Environment, The Human Cultural Environment; influence on Trade and Investment Patterns

**Unit X International Financial Environment****Block III- Strategies of International Business****Unit XI Global Strategies**

Global Strategies: Some Indian Experiences

**Unit XII Technological Strategy****Unit XIII Global Alliances, Mergers and Acquisitions****Unit XIV International Marketing Strategies****Unit XV International Human Resource Management and Strategies****Unit XVI International Investment and Financing Strategies****Unit XVII Management of Exchange Rate and Interest Rate Risk****Block IV Emerging Scenario in International Business****Unit XVIII Regional Economic Grouping**

SAARC, NAFTA, OPEC (North American Free Trade Agreement OPEC), GATT (WTO) and UNCATAD.

**Unit XIX Assets Protection and Multilateral Settlements**

Issues in Asset Protection; Multilateral Settlements; Consortium Approaches; External Relations

**Unit XX Preferential Trade Agreements****Unit XXI Contemporary Issues in International Business****Suggested Readings:**

1. John. D.Daniels and Lee H.Radebaugh, 'International Business', Pearson Education Asia, New Delhi, 2000.
2. Richard M.Hodgetts and Fred Luthans, 'International Management', Tata McGraw Hill, New Delhi, 2003.
3. Charles W.L.Hills, 'International Business', Tata McGraw Hill, New Delhi, 2005.
4. Francis Cherunilam, 'International business', wheeler publication
5. V.Sharan 'International Business', Pearson Education
6. Anand K.Sundaram and I. Stewart Black, 'The International Business Environment', Prentice Hall of India, New Delhi, 2001.
7. Michael R.Czinkota, Ilkka A.Ronkainen and Michael M.Moffett, 'International Business', Thompson, Asia, Bangalore, 2003.
8. Don Ball and Wendell McCulloch, 'International Business', Irwin McGraw Hill, New York, 1999.
9. Roger Bennett, 'International Business', Pitman publishing, New Delhi, 2000.
10. Vyuptakeshgaram, 'International business', Pearson Education, New Delhi, 2006.
11. Justin Paul – International Business – Prentice Hall of India, 2007