

## **PAPER CODE: 604: INTERNATIONAL BUSINESS**

### **Learning Objectives:**

- Students would gain an understanding of the theories in international business.
- They would gain a broad knowledge and understanding of the structure, systems and functioning of different regional economic groups and the world trade organization

### **UNIT- I: INTRODUCTION**

An Overview–International Business: A Global Perspective–Emergence of Globalization– Drivers of Globalization–Internationalization Process–Stages in International Business– Approaches to International Business.

### **UNIT- II: GLOBAL BUSINESS & NATIONAL REGULATION**

Rationale for Government Intervention – Forms of Trade Regulation at National Level- Tariff and Non-Tariff Barriers. Regional Economic Integration: Levels of Economic Integration–Major Trading Blocks: EU, NAFTA, ASEAN and SAARC.– GATT –World Trade Organization–Structure and Functions–TRIPs & TRIMs

### **UNIT- III: ENTRY STRATEGIES:**

Global Market Entry Strategies – Exporting, Licensing, Franchising, Contract Manufacturing, Assembly and Integrated Local manufacturing. Global Ownership Strategies: Strategic Alliance– Types of Strategic Alliances

### **UNIT- IV: E-BUSINESS:**

Conceptual Framework of E-business – Prerequisites for Effective E- business Transactions – E-enabled Business Process Transformation and Challenges–E-business Technology and Environment– E-Business Applications – E-Business Models–Alternative E-business Strategies

### **UNIT- V: MANAGING GLOBAL BUSINESS:**

Strategy and Global Organization-Global Strategic Planning - Going Global and Implementing Strategies, Outsourcing- Emerging Global Strategy Intercultural Communications – Intercultural Human Resources Management in Global Context.

### **REFERNCE BOOKS:**

1. Charles W.K Hill, and Arun K. K. Jain, —International Business, - Competing in the Global Market Placel, 2010, 6 th Edition.
2. Subba Rao, 2007, —International Businessll, 2010, Himalaya Publications, New Delhi.

3. Michael R. Czinkota, LLkk. A. Ronkainen and Michael H. Moffett, —International Business‡, 2009, 7 th Edition. Cengage Learning, New Delhi.

4. John D. Daniels & Lee H. Radebaugh, —International Business‡, 2006, Pearson Education.

**Learning Outcomes:**

- Students would be able to draw a framework for evolving suitable international business strategies.