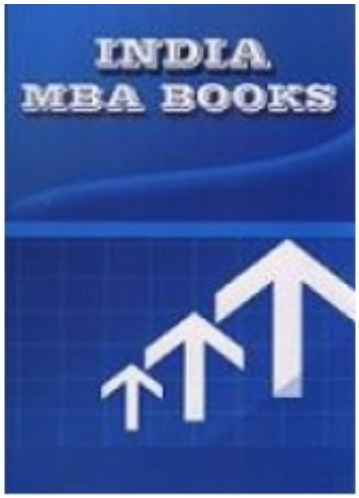
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OBJECTIVE
The objective of this subject is to facilitate the students in understanding International

Business in a multi
cultural world.
Unit 1: INTRODUCTION TO INTERNATIONAL BUSINESS
Meaning and Definition of International Business – Theories of International Trade – Economic Theories –
Forms of International Business - Nature of International Business
Unit 2: MODES OF ENTRY INTO INTERNATIONAL BUSINESS
Mode of Entry – Exporting – Licensing – Franchising – Contract Manufacturing – Turn Key Projects –
Foreign Direct Investment – Mergers, Acquisitions and Joint Ventures – Comparison of different modes of
Entry.
Unit 3: GLOBALIZATION
Globalization: Meaning - Features – Stages –Production –Investment and Technology, Globalization –
Advantages and Disadvantages – Methods and Essential Conditions for Globalization. MNC's and
International Business: Definitions – Distinction between Indian Companies – MNC – Global Companies
and TNC – Organizational Transformations – Merits and Demerits of MNC?s in India
Unit 4: INTERNATIONAL MARKETING INTELLIGENCE
Information required – Source of Information – International Marketing Information System and Marketing
Research.
Unit 5: EXIM TRADE
Export Trade, Procedure, Steps & Documentation, Direction of India?s Trade – Export Financing –
Documents related to Export Trade – Export Marketing – Import Trade, Procedure, Steps, Documentations
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