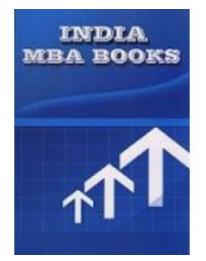
International Business



Brand: Mehta Solutions Product Code: ou-015 Weight: 0.00kg

Price: Rs500

Short Description Osmania university International Business

Description

International Business SOLVED PAPERS AND GUESS

Product Details: osmania University International Business

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2018-19

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other osmania University book solutions now mehta solutions brings top solutions for **osmania university International Business** contains previous year solved papers plus faculty important questions and answers specially for osmania University .questions and answers are specially design specially for osmania University students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

3.2: INTERNATIONAL BUSINESS

Unit-I: Global ImperativeAn Overview–International Business: A Global Perspective–Emergence of Globalization–Drivers of Globalization–Internationalization Process–Stages in International Business–Approaches to International Business; The

World of International Business: Regional and Global Strategy-The Multinational Enterprise-Triad and International Business-International Trade Theories; Environment of International Business-Cultural Environment and Political Environment. Unit-II: Global Business & National RegulationRationale for Government Intervention–Forms of Trade Regulation at National Level-Tariff and Non-Tariff Barriers. Regional Economic Integration: Levels of Economic Integration-Benefits & Costs of Economic Integration-Major Trading Blocks: EU, NAFTA, ASEAN and SAARC. Multilateral Regulation of Trade and Investment-Basic Principles of Multilateral Trade Negotiations-GATT and its early Rounds-World Trade Organization-Structure and functions-TRIPs & TRIMs-WTO & India-UNCTAD. Unit-III: Global Business and Entry StrategiesGlobal Market Entry Strategies-Exporting, Licensing, Franchising, Contract Manufacturing, Assembly and Integrated Local manufacturing. Global Ownership Strategies: StrategicAlliance- Types of Strategic Alliances-Selection of Strategic Alliance Partner, managing and sustaining Strategic Alliance-Cost and Benefit Analysis of Entry Strategies: Entry Analysis and Entry Strategy Configuration. Unit-IV: Global E-BusinessConceptual Framework of E-Business-Prerequisites for Effective Ebusiness Transactions-E-Enabled Business Process Transformation and Challenges-Ebusiness Technology and Environment - E-Business Applications - E- Business Models-Alternative E-business Strategies-Global E- Marketing - Electronic Processing of International Trade Documents - Policy Framework for Global E-Business. Unit-V: Managing Global BusinessStrategy and Global Organization - Global Strategic Planning-Going Global and Implementing Strategies-Intercultural Communications-Intercultural Human Resources Management in Global Context.

Details

- 1. Books by courier
- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product : largest selling