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International Business Environment

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Introduction to International Business: Importance, nature and scope of International business; Modes of entry into International Business; Internationalization process and managerial implications.

Socio-Cultural environment: significance, religion, language, education, aesthetics, attitudes, culture, customs and practices, cross cultural literacy, managing cultural diversity- dealing with cultural differences, social responsibility of business.

UNIT-II

International Economic Environment: International economic analysis indicators; Economic factors affecting international business operations- economic freedom, economic systems, economic indicators; Assessing economic development, performance and potential; Regional economic integration: Effects of integration, major regional trading groups in Asia and America; International Investment Theory - Theory of capital movements, Market imperfections, Internationalization, Appropriability, Location specific advantage.

UNIT-III

Political and Legal environment: Political environment: Individualism Vs. collectivism, political ideology, political risk; Legal environment: Types of Legal systems, trends in legal system, implications for managers, legal issues in international business.

UNIT-IV

Technological environment: Impact of technology on society, economy, industry; Need to spend on R and D, implication of technology on MNCs, environmental factors contributing for rise of technology, Nature of technology transfer, stages in transfer process, international technological issues.

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