

**CORE COURSE – XVI : INTERNATIONAL BUSINESS ENVIRONMENT**

**Objectives:**

The primary objectives of this course is to acquaint the students to emerging global trends in business environment.

**Unit I**

International Business : An overview – Types of International Business; The External Environment Economic and Political Environment. The Human Cultural Environment; Influence on Trade Investment Patterns; Recent World Trade and Foreign Investment Trends.

**Unit II**

Balance of Payments Accounts and Macroeconomic Management; Theories and Institutions: Trade Investment – Government Influence on Trade Investment; Determination of trading Pattern Independence. Interdependence and Dependence.

**Unit III**

World Financial Environment; Cross-national Cooperation and Agreements; Tariff and Non-Tariff Barriers, WTO, Regional Blocks; International production; Internationalisation of Service Firms; Operation Management in International Firms.

**Unit IV**

World Financial Environment: Foreign Exchange Market Mechanism; Determinants of Exchange Rates; Euro-current Market; Offshore Financial Centers; International Banks; Non-Banking Financial Service Firms; Stock Markets.

**Unit V**

Global Competitiveness; Export Management; Licensing; Joint Ventures Technology and Global Competition; Globalisation and Human Resource Development; Globalisation with Social Responsibility; Negotiating an International Business, Issues in Asset Protection; Multilateral Settlements.

**Suggested Readings:**

1. Alworth, Julian S. The Finance, Investment and Taxation Decisions of Multinationals. London, Basil Blackwell, 1988.
2. Bhalla, V K and S.Shivaramu. International Business Environment and Business, New Delhi, Anmol, 1995.
3. Bhalla, VK. International Economy: Liberalisation Process. New Delhi, Anmal, 1993.
4. Daniel. John d and Radebangh. Lee H International Business. 5<sup>th</sup> ed., New York, Addison Wesley, 1989.
5. Eiteman, D K and Stopnehill, Al. Multinational Business Finance. New York, Addison Wesley, 1986.
6. Johnston, R B. The Economics of the Euromarket: History, Theory and Practice. New York, Macmillan, 1983.
7. Parks, Yoon and Zwick, Jack. International Banking in Theory and Practices. New York, Addison – Wesley, 1985.