

International Business

Module 1: Introduction to International Business

- Define and explain the meaning of international business
- Discuss the need and importance of engaging in international business
- Identify and describe the stages of internationalization
- Analyze the impact of tariffs and non-tariff barriers on international business
- Evaluate different modes of entry into international business such as exporting, licensing, franchising, and joint ventures

Module 2: International Business Environment

- Analyze the economic, political, demographic, social, cultural, technological, and natural environments in international business
- Evaluate the internal and external factors that influence international business decisions

Module 3: Globalization

- Define globalization and its features
- Identify the essential conditions favoring globalization
- Discuss the challenges faced in the era of globalization
- Compare and contrast MNCs and TNCs, including their merits and demerits
- Analyze the issues related to technology transfer in the global context

Module 4: Organizations Supporting International Business

- Explain the objectives and functions of international organizations such as IMF, WTO, GATT, GATS, TRIM, and TRIP
- Evaluate the role of regional integration bodies like EU, NAFTA, SAARC, and BRICS in promoting international trade

Module 5: International Operations Management

- Discuss global supply chain management and its components such as global sourcing and manufacturing strategies
- Analyze international logistics and its importance in the global business context
- Explain staffing policies and their determinants in international HRM
- Define expatriation and repatriation in the context of managing international operations.