

# INTERNATIONAL BUSINESS



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**BANGALORE UNIVERSITY INTERNATIONAL BUSINESS**

## **Description**

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**RATING OF BOOK: EXCELLENT**

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### **6.1 INTERNATIONAL BUSINESS**

#### **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

and Problems - EXIM Policy - Balance of Payment – Disequilibrium and Measures for Rectification -

Institutions connected with EXIM Trade.

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