Contents

Unit 1: INTRODUCTION TO INTERNATIONAL BUSINESS

Meaning and Definition – Nature – Forms of International Business – Approaches to International Business – Theories of International Trade – Mode of entry into international business

Chapter 1: Introduction to International Business
Chapter 2: Theories of International Business
Chapter 3: Modes of Entering International Business

Unit 2: GLOBALIZATION

Meaning and Definition - Features - Stages - Manifestation of Globalization - Essential Conditions for Globalization - Advantages and Disadvantages - India and Globalization.

Chapter 4: Globalisation

Chapter 5: India and Globalisation

Unit 3: ROLE OF MNCs IN INTERNATIONAL BUSINESS

Meaning and Definitions – Distinction between Domestic & Foreign Companies – Types of MNCs – Organizational Structure of MNCs – Role of MNCs in the development of international business – Role of MNCs in the development of Indian business.

Chapter 6: MNCs and International Business

Unit 4: INTERNATIONAL MARKETING INTELLIGENCE

Meaning – International Marketing Information – Source of Information – International Marketing Information System – International Marketing Research – Application of International Marketing Information.

Chapter 7: International Marketing Intelligence

Unit 5: EXIM TRADE

Export Trade: Procedure, Steps & Documentation, Direction of India's Export Trade – Export Financing.

Import Trade: Procedure, Steps, Documentation. EXIM Policy - EXIM

Finance: EXIM Bank, Commercial Banks.

Foreign Exchange Settlements: Mode and Procedure of settlements.

Chapter 8: Export Trade **Chapter 9:** Import Trade

Chapter 10: Foreign exchange settlements

IMPORTANT TERMS AND CASE-LETS

BIBLIOGRAPHY