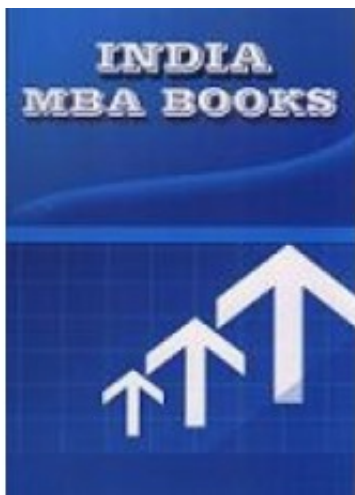


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- 2 Theories of International Trade – Mercantilism, Theory of absolute cost advantage, Comparative cost advantage theory, Relative factor endowment theory, Country similarity theory, Product life cycle theory.**
- 3 International Business Environment – Social and Cultural Environment, Technological Environment, Economic Environment, Political Environment.**
- 4 Modes of Entering International Business – Modes of Entry, Exporting, licensing, franchising, contract manufacturing, management contracts, turnkey projects, foreign direct investment, alliances like mergers and acquisitions, joint ventures, Comparison of Different Modes of Entry.**
- 5 Foreign Direct Investment – Factors Influencing FDI, Reasons for FDI, Costs and Benefits of FDI, Trends in FDI, Foreign Direct Investment in India.**
- 6 World Trade Organization – General Agreement on Tariffs and Trade (GATT), Establishment of World Trade Organization, The Uruguay Round Package: Organization Structure of the WTO, WTO – The Third Pillar in the Global Business.**
- 7 International Financial Institutions and Liquidity – IMF, World Bank, International Development Association, International Liquidity and SDR International Finance Cooperation.**
- 8 Basics of International Marketing, Basics of Global HRM, Basics of International Financial Management, Basics of International Accounting.**
- 9 International Production and Logistics Management – Generic Strategies of the International Business, Acquisition of Resources, Location Decisions, International Logistics Management.**
- 10 Global Strategic Management and Business Ethics – Peculiarities of Global Strategic Management, Value Creation, Global Strategic Management Process, Collaborative Strategies, Ethics and Global Business.**

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