

# INTERNATIONAL BUSINESS



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**Unit -II** An overview of International trade theories, Trade barriers and their impact; Foreign Direct Investment, International financial environment: exchange rates and markets, Management of exchange rate and interest rate risk

**Unit III** Environmental factors affecting International Business: Economic, Cultural, Political, Legal and Technological environment.

**Unit IV** Strategies, planning, organizational structure and process of control of MNE's, Global HRM, International investment and financing strategy, global manufacturing, Multilateral regulation of trade and investment :GATT/WTO, UNCTAD