

International Business Environment SOLVED NOTES EBOOK CHAPTERWISE



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Description

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PREVIEW OF CHAPTERS SYLLABUS

International Business Environment

UNIT I

Introduction - Modes of international Business - External Influence - Internationalization Process - Macro environment and Micro environment - Trade and Investments.

UNIT II

Social and cultural environment: Culture-Language-Aesthetics-Colour, Design, Music, brand names, education, religion-attitude and values. Comparison of various business cultures- Western, Eastern, Middle East countries culture. Business mannerism.

UNIT III

World Financial Environment - Working of Foreign Exchange Markets - Convertibility -Exchange Restrictions- international Monetary System.

UNIT IV

Legal environmental International law in international marketing, IMF & GATT -International trade agreements. Trade preference UNCTAD EEC, Customs union -International Standards Organization (ISO), Regional grouping and International law, SAARC, EEC - European Free Trade Associations, (EFTA) Latin American Free Trade Association (LAFTA) etc.

UNIT V

Law of environment-Environmental protection - International policy on nature-land, forest, water

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