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**INTERNATIONAL BUSINESS ENVIRONMENT
SYLLABUS**

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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.

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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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