

INTERNATIONAL BUSINESS

Course Objectives

This course provides the manager's perspective in the fields of international payments, international trade, and the analysis of investments. Emphasis is given to the materials and concepts that illuminate the strategies, structure, practices, and effects of multinational enterprises.

-) Develop an understanding of the Macroeconomic and political changes that have taken place in the era of Globalization and beyond Globalization.
-) Develop an understanding of the Foreign Exchange Market in which international business transactions can be affected.
-) Examine the strategies and functions of international management in the areas of managing political risk, negotiations, planning, organizing international operations, decision making and controlling.
-) Develop an understanding of the horizons of international business and Management in the areas of social responsibility and ethics in the era of globalization.

Course Contents

-) the nature of international business
-) cultural influences on international business
-) the international economic environment
-) the international political and legal environment
-) the multinational company
-) direct foreign investment
-) international technology transfer
-) international logistics and distribution
-) international financial management
-) International business entries.

Reference Books

-) Czinkota, Michael. R Ronkainen, Ilkka.A (2001) Global Business, 3rd Edn, South- Western.

-) Roger Bennett. International Business 2nd edition, Financial Times Pitman publishing.
-) Claude M. Jonnard, International Business and Trade: Theory, Practice, and Policy, International Business Series.