
SYLLABI-BOOK MAPPING TABLE

Fundamentals of International Business

Syllabi

Mapping in Book

Unit-I Nature and main fields of international business; domestic versus international business; major risks and challenges of IB; International business environment—components and determinants; the process of internationalisation of business; concept of globalisation; balance of payments accounting; basic nature of foreign exchange market	Unit 1: Introduction to International Business (Pages 3-29); Unit 2: International Business Environment (Pages 31-127)
Unit-II Nature of multinational enterprise and foreign direct investment; basic motives and determinants of foreign direct investment; methods & forms of international business entry; strategic orientation of MNCs; basics of MNE strategy formulation and implementation	Unit 3: Multinational Enterprise and Foreign Direct Investment (Pages 129-182)
Unit-III International trade theory – the theory of absolute advantage; theory of comparative advantage; factor endowment theory and international product life-cycle theory; tariff and non-tariff barriers to international trade; international logistic decisions; major trade documents; main intermediaries in international trade	Unit 4: International Trade Theory (Pages 183-220)
Unit-IV Assessing international markets; designing products for foreign markets; branding decisions; promotional decisions; pricing decision; basic methods of international payment. Regulation of international business – a overview of the role of WTO, IMF, UNCTAD and World Bank	Unit 5: International Markets (Pages 221-311)
