

Title: International Business Environment	Code: MGMT 372	
Credit Hours: 3	Year /Semester: IV/VII	48 Hours

Course Objectives:

The objective of this course is to impart basic knowledge about structure and Mechanism of International Business. It also aims to recognize students with International Business Environment, Marketing, Plans and Policies.

Unit 1 Introduction 6 Hours

Meaning and Importance of International Business and Globalization, Evolution of International Business, Factors Leading to Growth in International Business, Force Driving Globalization, What's wrong with Globalization, Why Companies Engage in International Business, Modes of Operations in International Business

Unit 2 Theories of International Trade 6 Hours

Mercantilism, Absolute Advantage, Comparative Advantage, Country Size, Factor of Proportion, Country Similarity, Product Life Cycle, Porter Diamond Theories

Unit 3 International Business Environment 12 Hours

Economic Environment: Focus of Economic System, Elements of the Economic Environment

Political and Legal Environment: Individualism vs Collectivism, Democratic vs Totalitarian, Political Risk, Management of Political Risk, Legal System Types, Intellectual Property, Legal Issue in International Business

Socio-cultural Development and Ethical : Elements of Culture, Cultural Diversity, Diverse Culture and Competitive Advantage, Management of Cultural Diversity, Ethics and Social Responsibility, Ethical Issues in International Business

Multinational Companies (MNCs): Concept and Features of MNCs and their Impact on Host Countries

Unit 4 Foreign Trade and Balance of Payment 8 Hours

Meaning of Foreign Trade, Exports and Imports of Nepal, Composition of Nepal's Foreign Trade, Concept of Balance of Payment, Equilibrium, Disequilibrium and Adjustment, Meaning of Foreign Exchange Rate, Factors influencing Exchange Rate

Unit 5 International Institutions 10 Hours

IMF, GATT, WTO, World Bank, Major Regional Trading Groups: EU, NAFTA, ASEAN, APEC, African Union, BIMSTEC

Unit 6 International Market Strategy 6 Hours

Market Identification and Demand Estimation Product Strategy, Pricing Strategy, Channel of Distribution, Sales Promotion, Foreign Trade Documentation.

Reference Books:

1. Sharam. Vyuptakesh: *International Business- Concept, Environment, and Strategy*, (2nd Edition): Pearson Education, India.
2. Daniels, D. John: *International Business- Environments and Operations*, (12th Edition). Pearson Education, India.