

Elective Group E : International Business Management

303 (F) : INTERNATIONAL BUSINESS ENVIRONMENT AND GLOBAL COMPETITIVENESS

1. Overview of commercial geography. Impact of geographical aspects on international business and business strategies.
2. Global dynamics: interplay of local, national, regional and worldwide forces OECD / WEF/ G8 / G33. Economic, political, social, cultural, legal, technological forces.
3. Reconciliation of global aspirations and nationalistic compulsions for sustained growth
4. Konichi Ohmae's concept of borderless world
5. Evaluation of diverse environmental forces to create database to do business with various nations /regions
6. Definition and Scope of competitiveness
7. Theories of international trade: Adam Smith, Recardo, Heauhar& Ohalin, Jagdish Bhagawati.
8. Michel Porter's five force and competitive advantage theory.
9. Indicators of world competitiveness. Ranking of the current year and India's position.
10. Changes in the top 5 rankings in last 3 year and lessons thereof

Books Recommended:

1. International Business Czinkota, Ronkainen, Moffett, Thomson
2. International Business, Hill, Jain , Tata Mcgraw Hill
3. International Business Management, Aswathappa, Tata Mcgraw Hill
4. International Management, Phatak, Bhagat, Kashlak, Tata Mc graw Hill
5. The Oxford handbook of international Business, Rugman , Oxford University Press