

611 INTERNATIONAL BUSINESS

- Introduction and overview
- Human and Cultural Environments Facing Business
- The Political and Legal Environments facing Business
- The Economic Environment
- International Trade Theory
- Foreign Direct Investment
- Impact Foreign exchange
- Impact of the Multinational Enterprise
- International Business Diplomacy
- Export and Import Strategies
- Marketing
- Multinational Accounting and Tax Functions
- The Multinational Finance Function
- International Human Resource Management

Books Recommended

1. International Business by John D. Daniels Lee H. Radebaugh Latest Edition.
2. International Business by Charles W. L. Hill