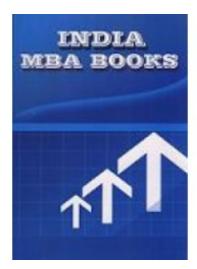
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Module II: Global market entry strategies: Trading company, licensing, Franchising, FDI,

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Module III: International Business Environment: Nature, Theories o International Trade, Ricardo's

Theory, Heckscher-Ohlin Theory

Module IV: Culture: Definition, components, Imperatives. Political Environment: Political

Systems, Major Political objective –

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Module VI: Global Economic Environment: Decision concerning global manufacturing and

materials management, managing global supply chains, product and branding decisions, distribution channels, international promotion mix and pricing decisions, counter trade.

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Module VIII: Regional Integration: Foreign Direct Investment-Reasons, Volume and directions.

Module IX: International Institutions: IMF, International Liquidity and SDRs, IBRD, IFC, IDA, ADB.

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Balance of Trade vs Balance of Payment. Methods to correct adverse balance of Payment

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International Monetary Fund (IMF) – Objectives and functions, World Bank – Objectives and Functions.

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