

(9) International Trade

Unit-I

The Globalisation of the world Economy -The Changing Nature of International Trade. Differences in International Trade.

Unit: II

World Trade environment — Political Environment -Economic Environment - Legal Environment -The Determinants of Economic Development - States in Transition. Difference in Culture: Introduction - Social Structure - Religion - Language - Education - Culture and the Workplace - Cultural Change -Cross-Cultural Literacy - Culture and competitive Advantage. Risks in international Trade.

Unit:III

The Global Trade and Investment Environment -International trade theory: Introduction -An Overview of Trade Theory - Absolute Advantage - Comparative Advantage - Heckscher - Ohlin Theory - The New Trade Theory - National Competitive Advantages - Porter's Diamond
The Revised Case for Free Trade - Development of the Multilateral Trading System - WTO & development of World trade - Regional grouping of countries and its impact.

Unit: IV

Foreign Direct Investment: Introduction - Foreign Direct Investment in the World Economy - Horizontal Foreign Direct Investment - Vertical Foreign Direct Investment. Benefits and advantages to host and home countries.
The Global Monetary System -The Foreign Exchange Market: Introduction - The Function of the Foreign Exchange Market.

Unit: V

Strategies of International Trade - - Strategy and the Firm - Profiting from Global Expansion - Pressure for Cost Reductions and Local Responsiveness - Strategic Choice. Mode of Entry and Strategic Alliances: Introduction - Entry Modes - Selecting and Entry Mode - Strategic Alliances - Making Alliances Work - International Marketing Operations. Exporting, importing and counter trade- introduction - Export and Import Finance-Export assistance.