

# **Sri Bhagawan Mahaveer Jain First Grade College**

**Geetha Road, Robertsonpet, Kolar Gold Fields.**

---

## **INTERNATIONAL BUSINESS**

---

- Identify the stages in International Business.
- Understanding cultural and political environment in the light of International trade theories.
- What is the rationale for government intervention in the forms of trade regulation?
- Understanding major trading blocks:EU, NAFTA, ASEAN,SAARC.
- To gain knowledge of structure and functions of TRIPS,TRIMS ,WTO.
- Differentiate the various global market entry strategies- Exporting, Licensing, Franchising etc.
- Electronic processing of International trade documents.
- International human resources management in global context.