

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI**

**BS (BBA) – VIII**

**Course Title : INTERNATIONAL BUSINESS**

**Course Number : BA(BS) – 622**

**Credit Hours : 03**

**Objective**

This course covers a number of topics both general and specific nature. The course views the objectives and motives of multinational companies (MNCs) for operating internationally and strategies they use to achieve global presence, special attention is given to the following topics: theories of international trade, international v's, domestic trade, free trade v's, protection, tariffs, foreign exchange, foreign direct investment (FDI), international financial institutions, international corporate planning and competitive strategies.

**Course Contents**

- 1. The Challenge of International Business**
  - 1.1. Introduction
  - 1.2. The Role of Small Business
  - 1.3. World Business : A Brief Overview
  - 1.4. Government and Trade Regulations
- 2. The Strategy of International Business**
- 3. The Organization of International Business**
- 4. The Multinational Enterprise**
  - 4.1. Objective
  - 4.2. Introduction
  - 4.3. The Nature of Multinational Enterprise
  - 4.4. Characteristics of Multinational Enterprise
  - 4.5. The Philosophy of Multinational Enterprise
- 5. Introduction and History of Globalization Forces**
  - 5.1. Trade Volume and Direction of Trade
  - 5.2. FDI and Flow of FDI
  - 5.3. Reasons to Enter in International Business
  - 5.4. Ways to Enter to International Business

**6. Economic Theories of International Business**

- 6.1. Mercantism
- 6.2. Theory of Absolute Advantage
- 6.3. Theory of Comparative Advantage
- 6.4. International PLC
- 6.5. International Investment Theories

**7. International Organizations**

- 7.1. WTO and Its Impact on Pakistan's Export Trade
- 7.2. IMF
- 7.3. EU
- 7.4. Regional Grouping
- 7.5. SAFTA
- 7.6. NAFTA

**8. Financial Forces Influencing International Business**

- 8.1. Forex Valuation
- 8.2. Currency Exchange Control
- 8.3. Tariff and Duties
- 8.4. Taxation
- 8.5. Inflation

**9. Physical and Environmental Forces**

- 9.1. Location
- 9.2. Topography
- 9.3. Climate
- 9.4. Natural Resources

**10. Socio-Cultural Forces**

- 10.1. Culture
- 10.2. Components of Culture
- 10.3. Understanding of National Culture

**11. Political Forces**

- 11.1. Ideological Forces (Communism, Capitalism, Socialism)
- 11.2. Government Ownership of Business
- 11.3. Privatization
- 11.4. Government Stability
- 11.5. Country – Assets

**Recommended Books**

1. Ball Don, *International Business*, Wendell McCullough, (8<sup>th</sup> Edition), 2002.
2. Charles Hill W., *International Business Competing in the Global Marketing. Place*, McGraw Hill, Printed in Singapore, (3<sup>rd</sup> Edition), 2002.
3. Kakoti Bork, *International Trade Causes and Consequences*, Macmillan Publishers.
4. Richard Hodgetts M., *International Business A Strategic Management Approach*, International Edition, McGraw Hill, 1995.