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International Business



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CHAPTER 1: INTRODUCTION TO INTERNATIONAL BUSINESS



KEY OUTCOMES

Upon completing this chapter, readers will be able to:

1. Comprehend the fundamental nature, importance, and comprehensive scope of international business activities in the contemporary global economy
2. Analyze the progressive stages and theoretical models explaining how firms internationalize their operations across national boundaries
3. Evaluate different market entry modes and identify appropriate strategies based on organizational capabilities and environmental conditions
4. Understand the strategic roles, functions, and organizational structures of multinational corporations in global value chains
5. Critically assess the economic, social, and political implications of multinational operations for various stakeholders including host countries, home countries, and global economy

CHAPTER 3: FOREIGN INVESTMENT AND EXCHANGE MARKET



Key Outcomes

1. Understanding the historical and contemporary patterns of foreign investment across different economic sectors and geographical regions
2. Comprehending the mechanisms of foreign exchange rate determination and their profound impact on international trade competitiveness
3. Analyzing the multifunctional role of foreign exchange markets in facilitating global commerce and managing currency risks
4. Evaluating the strategic importance of Foreign Direct Investment as a primary mode of internationalization for modern corporations
5. Identifying the complex array of factors that influence FDI location decisions and investment magnitude
6. Distinguishing between different FDI entry modes and their strategic implications for multinational expansion

CHAPTER 4: GLOBALIZATION AND WORLD TRADE ENVIRONMENT



Key Outcomes

1. Identifying and analyzing the multifaceted drivers propelling globalization including technological innovation, policy liberalization, and competitive pressures
2. Understanding how globalization transforms markets, production systems, investment patterns, and technology diffusion across national boundaries
3. Examining the structure and evolution of international trade in goods and services, recognizing sectoral patterns and growth dynamics
4. Recognizing major contemporary trends including digitalization, sustainability concerns, and economic power shifts reshaping global business
5. Analyzing the continuing relevance of protectionist policies and their manifestation through various trade barrier mechanisms
6. Evaluating the economic rationales and political motivations underlying

CHAPTER 5: REGIONAL ECONOMIC GROUPINGS AND CONTEMPORARY ISSUES



KEY OUTCOMES

1. Understand the rationale and functioning of regional economic groupings
2. Distinguish between five levels of regional economic integration
3. Analyze regionalism versus multilateralism in global trade
4. Evaluate major regional economic groupings worldwide
5. Identify contemporary challenges in international business
6. Examine the role of international institutions in supporting global trade
7. Understand BREXIT and its implications for regional integration

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