

INTBUS: International Business Dimensions

Seminar Outline

► Overview:

International Business is a term used to collectively describe all commercial transactions that take place between two or more regions, countries or nations beyond their political boundary. This seminar introduces the four dimensions of international business and trade. It covers international trade theory, government influence on the World Trade Pattern, the International Monetary System, Foreign Exchange Market, the effects of cultural differences in world trade and various forms of international business organizations and alliances. It discusses the methods used in trade and transacting business (goods and services) across national boundaries, such as exporting, direct investment, joint ventures, and trade finance. It also reviews and analyzes the role and impact of international development organizations such as the United Nations and its affiliates (the World Bank group, the IMF, the WTO) on trade patterns and international business transactions as well as the role and impact of regional development alliances.

► Objectives:

The aim of this seminar is to:

- Develop an understanding of the worldwide developments and foundations for international business and the cultural context for managing in an overseas environment.
- Develop an understanding of the Macroeconomic and political changes that have taken place in the era of Globalization and beyond Globalization.
- Investigate the political economy of international business, trade and investment.
- Describe and explain trade and the investment environment in which international business transactions occur.
- Develop an understanding of the global monetary framework in which international business transactions are conducted.
- Develop an understanding of the Foreign Exchange Market in which international business transactions can be affected.
- Develop an understanding of the benefits and risks of the global capital market on international business transactions.
- Examines the strategies and structures that firms adapt in order to compete effectively in the international business environment.
- Examine the strategies and functions of international management in the areas of managing political risk, negotiations, planning, organizing international operations, decision making and controlling.
- Develop an understanding of the horizons of international business and Management in the areas of social responsibility and ethics in the era of globalization.
- Provide a blend of solid research based information compiled with real world current events and interesting application examples that help explain and reinforce important international topics.

► Possible Attendance:

This seminar has been designed to all business and non business people, who intend to gain an international perspective on the environment faced by business organizations

- Top Management
- Human resource managers
- Research and Development coordinators
- Business Development coordinators
- Small business Owners
- Operational managers
- Interested people

► Structure:

18 hours to be carried out over 3 days including presentation, workshop, valuable supporting documents, soft & hard templates for International Business Dimensions

► Contents:

This seminar presents the principles, nature, and dimensions of international business.

It covers:

- Fundamentals of Globalization
 - A. Discuss the emerging global economy.
 - B. Discuss the changing demographics of the global economy.
 - C. Discuss the magnitude and growth of world trade.
 - D. Explain the globalization debate.
 - E. Discuss how to manage in the global marketplace.
- Country Differences
 - A. Explain national differences in political economy.
 - B. Describe the different political, economic, legal systems..
 - C. Discuss national security, protectionism, domestic employment, economic development, and balance of trade equilibrium as an influence on trade regulation.
 - D. Discuss the determinants of economic development.
 - E. Discuss contemporary issues of international trade.
 - F. Describe various states in transition.
 - G. Discuss the implications for business.
 - H. Describe differences in culture, including social structure, religion, language, and education.
- International Trade and Investment
 - A. Explain mercantilism, absolute and comparative advantage.
 - B. Explain the Heckscher-Ohlin Theory.
 - C. Explain the product life cycle theory.
 - D. Explain the new trade theory.
 - E. Discuss balance of payments.
 - F. Explain the global trading system.

- G. Describe the instruments of trade policy.
- H. Describe the development of the global trading system.
- I. Discuss foreign direct investment in the world economy.
- J. Discuss regional economic integration.
- K. Describe the levels of economic integration.
- L. Discuss the advantages and disadvantages of regional integration
- Government Influence on the World Trade Pattern
- International Monetary System
 - A. Describe the functions and nature of the foreign exchange market.
 - B. Discuss the factors that determine the exchange rates
 - C. Describe the gold standard and the Bretton Woods system.
 - D. Discuss the collapse of the fixed exchange.
 - E. Discuss the floating exchange rate system.
- Foreign Exchange Market
 - A. Discuss different exchange rate systems
 - B. Foreign exchange risk
 - C. Demand for and supply of foreign exchange
 - D. Exchange rate determination
 - E. Currency appreciation and depreciation
 - F. Balance of payment accounts

Throughout the seminar there will be opportunities for questions, and where appropriate, case studies will be discussed.