

Course Code: COBIBMA

Course Title: Internal Business Agreements

Course Description:

The course introduces students to the conduct of business in the world community. With challenges on trade regulation, franchising, licensing, joint ventures and exporting, it examines issues and problems clients are likely to face, such as competition, expanding exports and overseas markets, and dealing with AFTA, the WTO, and other trade agreements. Students are prepare a marketing plan on a Country of Interest as an output of this course.

Department: Marketing and Advertising

Required text and materials

Cateora, Philip (2017). International Marketing. USA. Irwin Marketing

Innovation, Organizational Capabilities, and the Born-Global Firm Author(s): Gary A. Knight and S. Tamar Cavusgil Source: Journal of International Business Studies, Vol. 35, No. 2 (Mar., 2004), pp. 124-141 Published by: Palgrave Macmillan Journals

ONLINE RESOURCES:

The Silent Laguage of Overseas Business by Edward Hall. Retrieved from <https://www.amazon.com/exec/obidos/ASIN/0385055498/stansociinn09> -20.