

SAINTS OPEN COURSEWARE FOR BUSINESS STUDIES

International Business

[International Business](#) consists of trades and transactions at a global level. It involves cross-border transactions of goods and services between two or more countries.

Globalization has made it possible for companies in smaller, economically disadvantaged countries to become competitors in markets which have historically been dominated by larger Western economies. Nevertheless, all companies still face the same basic set of challenges: to overcome the geographic, economic, political, cultural and regulatory environment that frame the global business context.

Introduction to International Business

People, Places, and Ideas

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International Business - Chapters		Study Material	Revision Notes	Exam Material
1. The International Business Environment	4. The Global Organization	✓		
2. The Cultural Environment of International Business	5. Working and travelling in the international business environment			
3. Culture and Communications	Appendix A			
	Appendix B			
	Appendix C			