

SARDAR PATEL UNIVERSITY
Programme: BBA(Foreign Trade)
Semester: V
Syllabus with effect from: JUNE 2013

Paper Code: UM05CBBF05	Total Credit: 3
Title Of Paper: Global Business Environment – I	

Unit	Description in detail	Weighting (%)
1	International Business Environment Meaning , Significant, Forms of International Business Meaning, Factors influences international business environment (Economic, social culture, political, legal, technical and natural) Methods of entry in International Business Recent world trade	25 %
2	Global Liberalization Privatization – meaning, progress, methods- privatization in India Libralisation – meaning, features, and Indian scenario Globalization – meaning, features, stages, globalization: is it desirable?, globalization and India	25 %
3	Multinational Corporation Meaning, Factors[reasons] contributed for growth of MNC, Prons and Crons [Advantages & Disadvantages] of MNC MNC in India Control over MNC	25 %
4	International Trade Theories Relative Factor Endowment Theory (H-O) Global Strategic Rivalry Theory Poter’s National Competitive Advantage Theory Terms of Trade <ul style="list-style-type: none"> • Types, Measurement of terms of trade, Factors affecting terms of trade 	25 %

Basic Text & Reference Books

- Global Business Management – By Manab Adhikary
- International Economics – By Francis Cherunilam
- International Business – Dr. P. Subba Rao
- International Economics – Dr. R. Chandran

