

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect From: November/December-2013

Paper Code: UM06CBBA03	Total Credit:3
Title Of Paper: Global Business Environment	

Unit	Description in detail	Weighting (%)
I	Introduction to Global Environment Global Environment -Characteristics and Components Strategies for India going global Multinational Enterprises(MNE) - Benefits to host and home country Demerits of MNE	25%
II	International Investment International Investment - Factors effecting foreign Investment Growth of foreign investment - Significance of foreign investment Foreign Investment in India	25%
III	World Trade Organisation General Agreement on Trade and Tariffs (GATT) - Concept World Trade Organization (WTO)- Functions, Principles, Organizational Structure The WTO Agreements - A Bird's eye view Salient feature of Uruguay Round Agreement Dispute Settlement Mechanism, Ministerial Conferences	25%
IV	International Economic Organisations Introduction, Objectives, Organisational Structure and Functions of following organisation - International Monetary Fund (IMF) International Bank for Reconstruction and Development (IBRD) South Asian Association for Regional Cooperation (SAARC) European Union (EU)	25%

Basic Text & Reference Books:-

- Francis Chrunilam - International business Environment
- R Chandran - International business Environment
- Francis Chrunilam - Business Environment
- Ahswathappa K - Business Environment
- Ahswathappa K - Business Environment
- R Daft and K P M Sundaram - Indian Economy
- A N Agrawal - Indian Economy
- D M Mithani - Money, Banking, International Trade and Finance K Subbarao - International Business, Himalaya Publication

