

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: V**  
**Syllabus with Effect from: JUNE 2016**

<b>Paper Code:</b> UM05CBBB05	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Global Business Environment – I	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>International Business Environment</b> 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	<b>25 %</b>
<b>2</b>	<b>Global Liberalization</b> Privatization – meaning, progress, methods- privatization in India Libralisation – meaning, features, and Indian scenario Globalization – meaning, features, stages, globalization: is it desirable?, globalization and India	<b>25 %</b>
<b>3</b>	<b>Multinational Corporation</b> Meaning, Factors[reasons] contributed for growth of MNC, Prons and Crons [Advantages & Disadvantages] of MNC MNC in India Control over MNC	<b>25 %</b>
<b>4</b>	<b>International Trade Theories</b> 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"> <li>• Types, Measurement of terms of trade, Factors affecting terms of trade</li> </ul>	<b>25 %</b>

**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

