

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

<b>Paper Code:</b> UM06CBBB05	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> Global Business Environment - II	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>International Economic Organization:</b> International bank for reconstruction and development (world bank) International financial corporation International development association UNCTAD International labor organization (ILO) World custom organization(WCO)	<b>25 %</b>
<b>2</b>	<b>World Trade Organization:</b> GATT and WTO WTO Function and organizational structure WTO agreement – a Bird’s eye View Evolution of UR agreement WTO developing world in India	<b>25 %</b>
<b>3</b>	<b>International Trade Policy and Trade Blocks:</b> International trade policies Some trade blocks <ul style="list-style-type: none"> <li>• NAFTA [Objectives, Measures &amp; Implication of Business]</li> <li>• ASEAN [Aims and Purpose, India &amp; ASEAN]</li> <li>• SAARC [Objectives]</li> <li>• ESCAP [Introduction, Achievements, Recommendations]</li> <li>• SAPTA [Objectives, Administration]</li> <li>• Indo- lanka [Free Trade Agreement – Objectives]</li> </ul>	<b>25 %</b>
<b>4</b>	<b>Some issues in international business:</b> Business ethics, Globalization with social responsibility of business Environment issue, Patent rights Labour issues, Current Global Financial Crises	<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

